

# AMERICAN NURSERYMAN

A NATIONAL TRADE JOURNAL FOR  
NURSERY GROWERS AND DEALERS

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Featuring Commercial Horticulture in all its Phases of  
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ROCHESTER, N. Y., OCTOBER, 1916

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## THE PAINESVILLE NURSERIES

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By the end of October, the bulk of stock for re-sale this fall should be enroute. Of course, material for winter storage may well carry into November.

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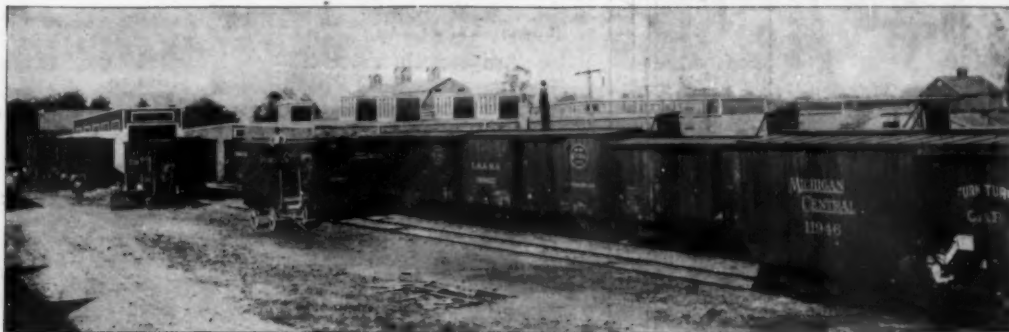
#### ORNAMENTAL STOCK

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year

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# Directory of Horticultural Organizations

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**American Association for Advancement of Science**—L. O. Howard, Smithsonian Institute, Washington, D. C.  
**American Association of Park Superintendents**—J. J. Levison, Brooklyn, N. Y.  
**American Genetic Association**—G. M. Rommell, Washington, D. C.  
**American Pomological Society**—Prof. E. R. Lake, 2033 Park Road, Washington, D. C.  
**American Society of Landscape Architects**—Ailing S. DeForest, Rochester, N. Y.  
**American Rose Society**—Benjamin Hammond Beacon, N. Y.  
**British Seed Trades Association**—Charles E. Pearson, Lowdham Notts, England.  
**California Walnut Growers' Association**—C. Thorpe, Los Angeles, Cal.  
**California Almond Growers' Exchange**—T. C. Tucker, San Francisco, Cal.  
**Eastern Fruit Growers' Association**—T. B. Symons, College Park, Md.  
**Georgia-Florida Pecan Association**—W. W. Bassett, Monticello, Fla.  
**International Apple Shippers' Association**—R. G. Phillips, Rochester, N. Y.  
**Mississippi Valley Apple Growers' Society**—James Handly, Quincy, Ill.  
**Missouri Valley Horticultural Society**—Mrs. Elsie Beard Arthur, Kansas City, Kan.  
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**National Nut Growers' Association**—W. P. Bullard, Albany, Ga.  
**Northern Nut Growers' Association**—Dr. W. C. Deming, Georgetown, Conn.  
**Ontario Fruit Growers' Association**—P. W. Hodgetts, Toronto, Canada.  
**Ornamental Growers' Association**—C. J. Malloy, Rochester, N. Y.  
**Royal Horticultural Society**—Rev. W. Wilks, Vincent Sq., London, S. W., England.  
**Railway Gardening Association**—W. F. Hutchinson, Sewickley, Pa.  
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**Union Horticulture Professionnelle Internationale**—C. Van Lennep, The Hague, Holland.  
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**Next Convention:** Philadelphia, Pa., June 27-29, 1917. **Officers:**—President, John Watson, Newark, N. Y.; Vice-President, Lloyd C. Stark, Louisiana, Mo.; Secretary and General Manager, Curtis Nye Smith, Boston, Mass.; Treasurer, Peter Youngers, Geneva, Neb.  
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THE NURSERY TRADE JOURNAL

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## THE AMERICAN NURSERYMAN---October 1916

**EDITORIAL DEPARTMENT**—Communications on any subject connected with Commercial Horticulture, Nurseries or Arboriculture are cordially invited by the Editor; also articles on these subjects and papers prepared for conventions of Nursery or Horticultural associations. We also shall be pleased to reproduce photographs relating to these topics, Orchard Scenes, Cold Storage Houses, Office Buildings, Fields of Stock, Specimen Trees and Plants, Portraits of Individuals, etc. All photographs will be returned promptly.

**ADVERTISING**—First advertising forms close on the 20th of each month; last advertising forms on the 22d. If proofs are wanted, copy should be on hand on the 15th. Advertising rate is \$1.40 per column-width inch.

"AMERICAN NURSERYMAN" is distinctive in that it reaches an exceptional list and covers the field of the business man engaged in Commercial Horticulture—the earlist operator. Here is concentrated class circulation of high character—the Trade Journal of Commercial Horticulture, quality rather than quantity.

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**WHAT THIS MAGAZINE STANDS FOR**—Clean chronicling of commercial news of the Planting Field and Nursery. An honest, fearless policy in harmony with the growing ethics of modern business methods.

Co-operation rather than competition and the encouragement of all that makes for the welfare of the trade and of each of its units.

Wholesome, clean-cut, ring true independence. **INDEPENDENT AND FEARLESS**—"AMERICAN NURSERYMAN" is not the official journal of any organization. It therefore makes no distinction in favor of any. It is untrammelled in its absolutely independent position and is the only Nursery Trade publication which is not owned by nurserymen.

This Magazine has no connection whatever with a particular enterprise. Absolutely unbiased and independent in all its dealings.

Though it happens that its place of publication is in the eastern section of the country, it is thoroughly National in its character and international in its circulation.

Its news and advertising columns bristle with announcements from every news corner of the Continent.

It represents the results of American industry in one of the greatest callings—Commercial Horticulture in all its phases of Nursery Stock, Orchard and Landscape Planting and Distribution.

### AMERICAN FRUITS PUBLISHING COMPANY, INC.

Ralph T. Olcott, Editor and Manager

39 State St., Rochester, N. Y.

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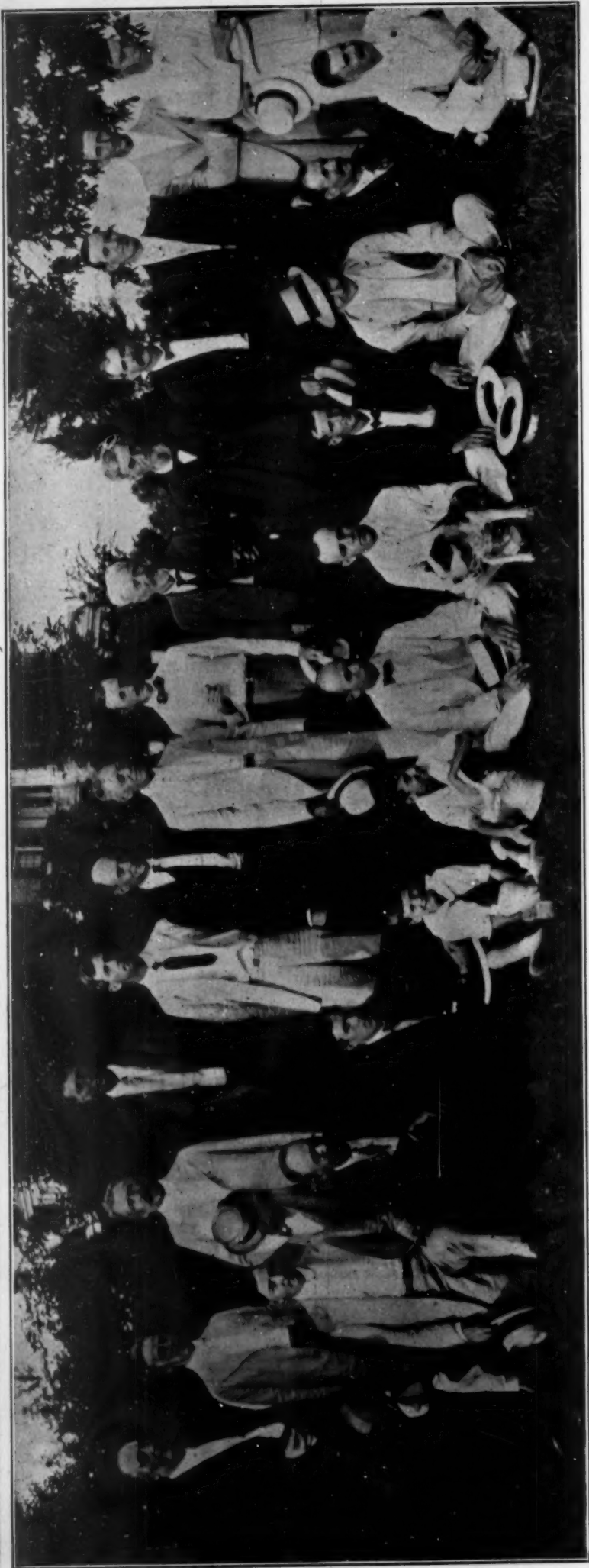
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**AMERICAN FRUITS PUB. CO., INC.—24 Years in the Horticultural Field—ROCHESTER, N. Y.**

SOUTHERN NURSERYMEN'S ASSOCIATION IN CONVENTION, ATLANTA, GA., AUGUST 29-30, 1916







# American Nurseryman

A NATIONAL TRADE JOURNAL  
FOR GROWERS AND DEALERS

New Series: Vol. I - No. 3 Old Series: Vol. XXIV - No. 4

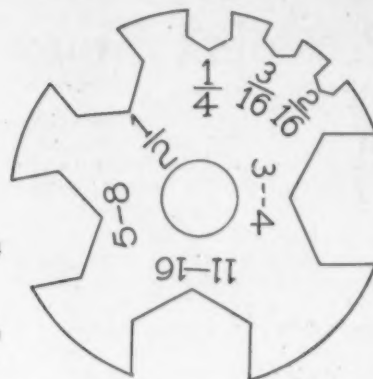
AMERICAN FRUITS PUB'G CO., INC.

39 State St.

Rochester, N. Y.

Entered Sept. 1, 1916, at Rochester, N. Y., Post Office as second class  
mail matter

ROCHESTER, N. Y. OCTOBER, 1916



## Just How Advertising Stimulates Sales

**H**OW that the subject of business publicity, otherwise called advertising, is a live subject before the members of the American Association of Nurserymen the duty is incumbent upon the **American Nurseryman** to bring to light everything which bears on this topic—as it has been doing single-handed for years.

A striking illustration of what advertising will do toward stimulating sales is presenting in a recent issue of *Printers' Ink* by Cameron McPherson who uses the experience of Stark Brothers Nurseries & Orchards Company as an example. Indeed, he has induced Vice-President Lloyd C. Stark to outline the methods by which the results were obtained. Mr. McPherson says:

### SALESMANSHIP LEVEL RAISED

Before considering how Stark Brothers have gone about sharing their one-hundred-year-old prestige with their salesmen, let us consider conditions in the nursery business selling through unknown salesmen. Salesmen, unlike Caesar's wife, are not always above suspicion. This is particularly true with nursery salesmen. In spite of the wave of reform that has swept over business in the last decade, there are still many communities where a nursery salesman is looked upon as a sort of gentlemanly porchclimber. Some time in the past that community has been visited, perhaps, by a salesman who left behind him a wake of orchards that never bore, or some other condition has arisen to promote distrust and doubt. Our smalltown citizens and farmers are slow to forget. It is possible to "sting" them once, but it is seldom done with ease the second time. Yet in the face of these conditions there are still thousands of nurseries throughout the country that are content to start their salesmen out unaided, making it necessary for them to spend about two-thirds of the interview in convincing the farmer that their stock will bear and the other third in closing business.

As many as twenty-five years ago Stark Brothers realized this condition, and set out to revert the order of selling. "So far as we know," said Lloyd Stark, "we were the first nurserymen to use advertising to help our salesmen. It was brought home to Clarence M. Stark, the president of the company from 1880 to 1903, that business was made up of a multitude of small orders. The more orders a salesman could close in the day the better for us and the better for the salesman. He appreciated the difficulty of driving a salesman, so he decided to get down to the root of the trouble and lift the burden of the educational work from his shoulders.

"About that time we developed our 'Stark Delicious' apple—an apple so good that it is not uncommon for them to bring as high as twenty-five cents each. This was immediately seized upon as a leader, and since that time we have spent over \$250,000 in advertising it. As our advertising developed it became apparent to us that it was not enough to merely feature this leader. It was necessary to advertise in such a way that the name 'Stark' would at once suggest something to the buyer. It was necessary to pave the way for the salesman so that he could sell our whole line with the same

amount of ease that our advertising had made it possible for him to sell 'Delicious' apple stock.

"So we thought of our one-hundred-year-old reputation. 'Why not turn it into advertising capital?' we asked ourselves. By way of explanation I may say here that we are fortunate in having for our founder, back in 1816, a man who fully appreciated that a business which was not built on 'value-received' lines could not hope for permanent success. His policy laid down one hundred years ago has been closely followed by the succeeding generations of Starks. With this stored up good-will force at our disposal, we decided, several years ago, to beat down with advertising the obstacle that confronted our salesmen, and make it possible for even a salesman of little experience easily to sell our stock.

"We went about this in a deliberate manner. We got prominent men whose word would be unquestioned by the public to tell the truth about us. Pictures were carefully collected, showing successful Stark orchards. Then we set out to give this evidence suitable publicity.

"To this end double-page spreads are used in publications reaching into every nook and corner of the country. This list, which includes about a dozen of the stronger magazines and farm papers, is supplemented with an equally large list of newspapers, mostly those publishing weekly editions that circulate in the country. In this copy we have sought, first of all, to foster a reputation for selling trees that bear, and to drive home that one fact we introduce concrete picture evidence. Our secondary object is to get out advertising literature into the hands of possible buyers, and thus develop leads for our salesmen.

"In line with this same idea of capitalizing our reputation, our catalogue is crowded with thousands of pictures of successful orchards, evidence that 'Stark trees bear fruit,' which is our trade-slogan. This general publicity is 'sold' to our sales force through our house-organ. 'Stark Tree Talk,' which is also used effectively as a means of putting over the special concentration weeks, which we have found profitable."

These special weeks which Mr. Stark refers to are similar to the drives made by a great many advertisers on certain products in order to move them quickly. It is found, for instance, that conditions are ripe to make a drive on peach trees. Probably some varieties of this stock are "long." So the Stark Brothers decide that the week of March 13th to 18th will be set aside by their salesmen as "Peach Week." A special issue of the house-organ is rushed out to the men, announcing in scare-headers the news that during this week ten per cent extra commission will be allowed on all orders for a certain list of peach trees. That insures the co-operation of the salesmen, but as an added inducement he is allowed to give his customers one mail-size tree free. With these two big inducements in their pockets, the salesmen get busy and go out and break all records.

"Of course, it is hard for us to lay our finger on any tangible evidence that our advertising is paying us," said Mr. Stark in answer to a question, "but our sales records show that since we began advertising to help our salesmen our business has grown out of all proportion to the money we have invested in advertising. This is largely due

to the fact that under the conditions we have created it is possible for salesmen to go out and book several orders, where he was only able to book one before.

"As a typical example, take the case of Hy Phelps. Phelps joined our organization by answering one of our advertisements in the *Kansas City Star*. Before coming with us he had never sold nursery stock. On top of that, he selected a territory that is considered by most salesmen to be a poor fruit district—meaning prairie-dog holes, sand-dunes and the like. Yet, in spite of these two handicaps, Phelps' advance commissions for two weeks' work will exceed \$98. His spring deliveries will amount to nearly \$1,000, netting him a cool \$200 in commission for a few weeks' work.

"Now, Phelps' success lies in the number of small orders he was able to secure, which were securable because our advertising had made the name and reputation of the house familiar to the farmers of his territory. Phelps simply selected products that he would find little difficulty in selling and set out and sold them. He writes in a letter to us: 'I have studied your plate-book and Centennial fruit-book with an idea of learning about your trade-marked (advertised) brands and this will account for the large amount of this stock in my orders; in fact, they are easier and better for me to present to my customers. The representations made in your advertising enthrall my customers as much as they do me.'"

Dozens of similar cases make it clear that the company's policy of sharing its reputation with the salesmen is a most profitable one, and one that can be adapted by any business—big or little—that is now requiring its salesmen to use up time selling the reputation of the house, which might better be spent in closing orders. Especially so, when you remember that this is only one of the ways that such a publicity policy will help your sales. There is no telling just how a prestige-spreading campaign will work to the benefit of the business.

To illustrate, when the first campaign for the "Stark Delicious" apple was put on twenty-five years ago—at a time when advertising was practically unknown to the nursery business—there was little thought that the grocers of today were being helped to make money. But as an aftermath of that first advertising thousands of grocers all over the country are being helped to realize large prices for this apple. It is not uncommon to see this variety of apples on exhibition in the groceries of Chicago and people cheerfully paying twenty-five cents each for them. One Colorado grower recently sold some selected apples for as high as \$15 a bushel, and it is not uncommon for growers to receive as high as \$10 and \$15 a bushel, with prize-winners bringing almost double the price. A Washington planter was paid \$2,037.50 for one crop of thirty-six-year-old Stark Delicious trees. Such record prices don't just "happen." They are a result of popular demand for a meritorious product, a demand which was incidental to advertising to help 5,000 salesmen. It was not because the apples were a novelty, for in the past twenty-five years Stark Brothers have grown over 15,000,000 of these apple trees.

Summing up what Mr. Stark has told us about his experience in putting a firm's good will to work, it would seem that it is im-

(Continued on page 66)

# President Smith's Address To Southern Association

**I**T is with a marked degree of pleasure that I greet you, convened in this the 19th annual session of the Southern Nurserymen's Association. We have at hand no extensive written or printed record of the work that has been done by this Association during the past nineteen years, yet those of you here who were in at the organization of the Association, as well as those of us who came in later, are able to retrospect with much satisfaction, when we consider the work that has been accomplished.

In some way or other it seems that the organization of this Association differed largely, when compared with other Associations, in that without any attempt of ostentation or show, the membership meets together from year to year for the purpose of exchanging ideas and renewing friendships, and attempts to bind together in one common cause the men who are engaged in the nursery business in the South. If the full mission of the Association has been performed, then there is nothing extra for us to do. If the full measure of our work has not been accomplished, then every effort in our power should be put forth to place our work on the highest possible plane.

In this connection I desire to call your attention to the work of the American Association of Nurserymen. For a great many years the National Association has been meeting annually, going along in about the same trend of work from year to year, but within the last two years much has been thought, and said, and done, in connection with the reorganization of that Association.

It is with pardonable pride that we can say that members of our own Southern Association were the leading figures in the reorganization of the National Association. The National Association has been organized along strictly business lines, with the primary intention of bringing to the members of the National Association every help that can be given toward the furtherance of their business. The National Association can fulfill its highest duty to every member of the Southern Association in this way only, and that is for every member of the Southern Association to ally himself as closely with the National Association as he has allied himself with the Southern Association. To this end, President John Watson of the National Association has invited the Southern Association, as well as other Associations, to select from its membership a representative to act in conjunction with the Executive Committee of the National Association, the Executive Committee along with the representatives of the different Associations to form a sort of general council to discuss matters of interest to the trade. Under this plan, when matter connected with our Association comes up that is of local or national interest, we can have the help of the American Association in getting the results that we may stand in need of. Every local Association of course fills its own particular place, just as ours does, and yet it is a wise step to bring all the different Associations into closer touch with each other in this way. I trust, therefore, that during the deliberations of this session you may see proper to select from your membership such a representative.

The question comes to us now, in connection with what has been said above; shall we continue just as we have been doing, or shall we reorganize along closer business lines? I have not worked out any plans and, therefore, have no suggestions in this matter

to make, but bring it to your attention for your careful thought and consideration.

Last year at Hendersonville, N. C., there was organized a publicity campaign, in connection with our work as Southern Nurserymen, and I trust that during this season we may have a report from this Educational Committee. At the National Association in June, when Mr. McFarland was making a most excellent address relative to "Publicity" in nursery lines, he took occasion to commend very highly this step in the line of publicity that had been made by the Southern Association.

In the business world today, business men in any common line of work have come to the unanimous conclusion that the greatest benefits to be derived from their business lies in the very closest co-operation that may be had. Shall we not in the nursery business come to that same conclusion, and recognize that there is room for us all? May we not even recognize that we should combine in accomplishing the greatest amount of good that can be accomplished, and that it is possible to accomplish the proper amount of good only by recognizing each other, and helping each other to come to his best.

While we are doing these things, would it not be wise also for us to establish a standard of nursery dealings that would help to eliminate the many disagreeable things with which we all have to contend in the nursery world. This is mentioned, not as some kind of Utopian dream, but as a matter that should have our most careful consideration.

We should certainly come to the time when we would refuse to recognize any nurseryman, large or small, who attempts to secure business, whether in a wholesale or a retail way, by stooping to lines or argument or making promises that are of themselves unreasonable to any fair-minded man.

We can make out of our meeting this year just what we desire to make it. In a general way it seems that smiles of prosperity are upon every hand, and that there is an indication that our products will be in such demand that we may be able to dispose of everything that is salable in our territory. This should be an uplift to us, and should help us to enter into the spirit of this occasion with renewed zeal.

I want to thank this Association for the many courtesies they have shown me since I have been an officer of the Association, since 1907. While I feel that I have been really of but little service in the capacities I have served the Association, yet I have attempted to do my duty as I saw it, and I shall now pledge to the future officers of the Association my hearty support.

I want to commend very sincerely the thorough work of our present Secretary and Treasurer. By introducing some new methods, I think you will find from his report that he has been able to increase the membership during the past year. The work of the Secretary and Treasurer is a difficult work to do properly, because so much responsibility has heretofore been placed in his hands. We should stand by our Secretary and help him in this work.

Apples are to be a feature of the horticultural division of Seattle's first exposition of the soil, which is to be staged at the Arena for eleven days in October.

More than 2,500 square feet has been reserved for apple exhibits from the states of the Northwest and indications are that the display will be one of the most comprehensive ever planned. The exhibit will be so arranged as to emphasize this industry.

## Georgia Horticultural Society

DR. T. H. McHATTON, Athens, Ga., Secy.

On August 17-18, at Albany, Ga., the State Horticultural Society held its fortieth annual meeting. A number of papers were read before the society, among which were several of unusual interest. A paper by Craig Orr, dealing with the work of a city landscape gardener needs special mention, as such work is not very generally practiced by towns and cities of this state. Mr. Orr is the official city landscape gardener of Albany, having charge of the park and street plantings. It is needless to say that a policy emanating from a single head is the first step toward beautifying a city, as it gives a definite plan for all to follow and thereby the work can be co-operative. Mr. Orr's work will show to any visitor to Albany the effect of such a plan. His paper explained about this work.

Other papers read were "Storing Sweet Potatoes," by F. E. Miller, U. S. Dept. of Agriculture; "Cantaloupe Growing in Georgia," by J. William Flrör, Athens, Ga.; "Horticulture and Dairying," by H. F. Branham, Atlanta, Ga.; "The Value of Local Horticultural Societies," by George F. Merrill of the Southern Railroad; "Future of the Pecan Industry in Georgia," by Dr. C. A. VanDuzee, Cairo, Ga., and "Peach Growing in South Georgia," by L. E. Baldwin, Dawson, Ga.

Officers for the coming year as elected are: R. C. Berckmans, a prominent nurseryman of Augusta, president; Col. B. W. Hunt, Eatonton, Ga., vice-president; J. B. Wight, Cairo, Ga., treasurer, and Dr. T. H. McHatton, Athens, Ga., secretary. The winter meeting will be held at Athens and the next annual meeting some time next summer at Macon, Ga.

A new committee was appointed, known as "Service Committee," of three members as follows: T. H. McHatton, chairman; H. P. Stuckey and B. W. Hunt; this committee to appoint committees of three each as follows: 1, Garden and Truck; 2, Small Fruits; 3, Miscellaneous Tree Fruits; 4, Apples; 5, Peaches; 6, Nuts; 7, Figs; 8, Ornamentals.

The standing catalog committee was reappointed: J. W. Flrör, chairman; W. W. Chase, L. A. Berckmans, H. P. Stuckey and T. H. McHatton.

The committee on transportation: B. J. Christman, Chairman; B. W. Stone; J. H. Baird, C. A. VanDuzee and J. B. Wight.

The committee on synonyms: H. H. Straight, Chairman; W. B. Hunter, B. W. Hunt, E. Lee Worsham and E. Ragsdale.

The next winter meeting will be in Athens during January. The next annual meeting will be held in Macon, the date to be set by the Executive Committee.

The United States forest service of the department of agriculture is establishing a new nursery at East Tawas, Michigan. This nursery is run in connection with the administration of the Michigan National forest and will produce trees for use in the planting work upon the Michigan National forest and upon the lighthouse reservations of the bureau of lighthouses with which the forest service is co-operating. The name of this nursery has recently been changed from "East Tawas Nursery" to "Beal Nursery" in recognition of Doctor Beal who for 40 years was professor of forestry and botany in the Michigan Agricultural college and who was the first man in this state to carry on active field planting of forest trees.

Say you saw it in AMERICAN NURSERYMAN



# The Remedy for Low Prices of Trees

W. T. HOOD, Richmond, Va., before Southern Nurserymen's Association

Low Prices of Trees Sold by Agents, Dealers and the Wholesale Trade—And What is the Remedy

That question, I think is the most vital of any before the Convention and if the members of this Association cannot find a remedy it had best disband: I want to ask the members who sell at retail if they have made anything out of the business for the past two years. For ourselves we have done business at a loss, and do not see any encouragement unless the retailers will advance prices through agents and dealers and have uniform prices.

We find it very much more expensive to sell trees now than 20 years ago; also our nursery labor is nearly double now and not nearly as efficient; also everything we need in running our business is nearly double in price, and I don't see any reason why we should not advance our prices. If we would co-operate together we could do so, and if we did we could make much larger sales. While our prices are higher than most Southern concerns sell at, they are one-third less than prices of Northern firms, who sell through agents. We are receiving a good many letters from parties we have sold to through agents wanting to countermand their orders, saying that they can buy from other agents at about one-half price of what we sold for.

It gives the buyer a very bad impression of nurserymen from the different prices that nurserymen offer to sell trees at; not knowing the cost of growing trees they think the nurseryman who asks a fair price is asking more than the trees are worth, especially of apple and peach, and I do not think if we get double what we get for apple trees we would get what it costs to grow them. Every other business has about the same prices for what it has to sell. For instance the coal dealers in our city, while they drum for trade they have the same prices

and they do not try to get more trade by cutting prices, but by hustling for business; and that is the only way nurserymen should do. All fair competition is the life of our business. We also have as competitors those nurserymen who claim to sell direct, through mail order business; but they do not cut any figure in doing business, except amongst the commercial planters who will try to see where they can buy at the lowest wholesale price.

There are also those who claim to cater to the wholesale trade and sell to planters at the same price, which is very unfair to the retailers. No doubt the wholesaler who has grown a large stock and finds that there is not a good demand for his surplus stock wants to get shut off as much as he can, and after selling the retailer, will offer his stock at much below the retailer has bought at. I think that could be remedied by the wholesaler cutting down his planting one-third or more; and then he would be as well off.

For instance: If he should grow 300,000 peach and sell at cost prices say 100,000 1st class at 5 cts., which would be \$5,000 100,000 2d class at 4 cts. 4,000 50,000 3-4 ft. at 3 cts. 1,500 50,000 2-3 ft. at 2 cts. 1,000

which would cost \$11,500

If he should grow one-third less which would cost at the same rate \$7,667, and would sell say:

66,667 at 6 cts. \$4,000.02  
66,667 at 5 cts. 3,333.35  
33,333 at 4 cts. 1,333.32  
33,000 at 3 cts. 999.99

which would bring \$9,666.68  
Cost 7,667.00

which would be a profit of \$1,999.68 against nothing at growing and selling at cost prices.

My advice to those who grow for the wholesale trade is to confer with each other and give as near an estimate as they can of what they have been growing and all agree to cut down their plantings one-third, and if they only will put up the price of each grade of trees they grow one cent they will have much more than if they grow more than there is a demand for and cut prices below cost, to dispose of their stock.

There is no money in growing nursery stock unless you can have some way to

market it at prices above cost, and if you grow one-third more than you can market, the expense you have in growing that one-third has to come out of the two-thirds you market. There was a good Methodist brother in our city who was a potter. A lady came to see him one day at his pottery. There were a great many pieces of pottery lying around that were broken or not perfect, and she asked him who paid for all that kind of stock. He said that she helped to pay for it, and she got very indignant with him. It is the same way with growing trees and not selling what you grow; and I will say here any one going into the nursery business ought to be very careful not to grow more stock than he thinks he can dispose of at a profit. He had best be short and buy what he is short of. I was talking with one of our brother nurserymen in this Association a few years ago and he said that sometimes he would complain about having to buy varieties that he had oversold and his father would say to him that he thought they were better off to do so than to have lots of stock they would grow and not have any sale for.

## GAMBLING IN NURSERY STOCK

I do not mean any one who buys stock or capital in a nursery, but I mean one that plants very heavy, not knowing where he will have a market; I have known of nurserymen planting a very large stock, say up in the millions, with the expectation of selling to the trade or large planter and while the demand was such when the stock became salable that he had no trouble to market it, but, if the market had been the same as I have seen, or at the present time, he would have most likely gone to the wall.

It is very hard not to increase our plantings. For instance we will graft during the winter more than we intended to do, and very likely we have not prepared land for the extra planting, or we may have a bad spring to get our planting done in time, and we will not have as good success with our planting as if we had gotten planting done in time. The average cost per tree will be more than if we had done less and got in planting on time, and we would very likely have done our work better.

I hope this Association will discuss this subject well and see before we leave for our homes that we have a remedy for the low prices that we have been disposing of our stock at.

Say you saw it in AMERICAN NURSERYMAN

## 100% PROFIT AND SALES INCREASED

A Book that will sell on sight and  
give your agents more ginger

### "HOW TO GROW ROSES"

By Robert Pyle

A new book of 120 pages, 5x8 inches, of which 16 illustrate leading Roses in natural colors. All the necessary instructions which will be of value to the amateur are presented in clear, simple and concise form. Where, when and how to plant. Fertilizers, Insecticides, Planting, Pruning, Mulching, Winter Protection.

Important lists of the best Roses for every different place and purpose. The Calendar of Operations alone may save you the cost of the book. Usual Price \$1.00, postpaid.

One Western Nurseryman writes:  
" 'HOW TO GROW ROSES' is the nicest book of the kind we have ever seen and will use them for samples to sell from, as well as in the nature of a Salesmen's Plate Book."

Reliable Nurserymen will please write for  
Sample and Terms

THE CONARD & JONES COMPANY,  
WEST GROVE, PA.

## Special Offer to New Members of the American Association of Nurserymen

The American Association of Nurserymen should have a membership much larger than its present list. It is doing a greater work than ever for the Nursery Trade and the definite benefits afforded members are numerous.

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**The American Association of Nurserymen**

—A N D—

## The American Nurseryman

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Just notify us when you send your application to the secretary or to any member of the American Association and we will enter your subscription upon approval of the application and will bill you therefor in due course at the rate named.

**AMERICAN FRUITS PUBLISHING CO., INC.**  
39 State Street, Rochester, N. Y.

## Pecan Varieties For Southern States

C. A. SIMPSON, Monticello, Fla., before the Southern Nurserymen's Association

**G**ENERALLY speaking, the Southern varieties of pecans will do well in any district where cotton is grown, and in such districts they will do best on land that grows good corn, although there are some exceptions to this. In the last several years Southern varieties have been planted in a small way north of the cotton belt and the reports so far are very encouraging.

It is probable however, if the Southern varieties are planted too far north of the cotton belt, that even though the trees may stand the winters, and make a vigorous growth, the growing season may be too short for the nuts to mature. Take the Stuart for example, while it is hardy in the Northern limits of the Southern varieties, yet even in the South it is a late maturing variety.

The variety that proves the best to plant in one district may be the very poorest in another district, and yet not be over 300 miles distant and even in the same latitude. This is well illustrated by the Success, which in the Mobile, Ala., and the Scranton, Miss., district is considered one of their best nuts in point of filling, quality, size and prolificness, yet that variety in Monticello, Fla., has not yet filled satisfactorily on the young trees which have been bearing the past three years.

So the selection of the variety to plant in each district is very important, and because it is so important it seems to me that this Association should take it up officially, and get a report from each county in each state, from Virginia, to Texas, and as far North as Kentucky, and make a tabulated report of the results at our next meeting. And there ought to be at least two to report from each county, so as to have a check. The reason the county unit is suggested is that in some districts the conditions change in a short distance. As an example, Albany, Ga., reports Delmas as third or fourth place while at Americus, Ga., only thirty-six miles North, Delmas is given second choice, and yet each district reports Schley at the head of the list.

There are so many thousand pecan trees being planted each year, that such data as above suggested, would be of vital importance to the planters, as well as indirectly to the nurserymen selling the trees.

At a meeting last May of the Georgia-Florida Pecan Growers' Association, this question was thoroughly discussed for a limited area. I think it will be interesting to give the results of this discussion here, to show how important it is to make a detailed study of the whole pecan area. These lists were prepared by growers in each district, and they were men who knew what they were talking about. I will give the varieties in the order of their adaptability or choice for each place reported:

Monticello, Fla.	Albany, Ga.	Americus, Ga.
Schley	Schley	Schley
Delmas	Alley	Delmas
Moneymaker	VanDeman	Stuart
Alley	*Stuart	VanDeman
Stuart	*Delmas	Pabst
Curtis	*Pabst	Moneymaker
VanDeman	*Frotcher	
Success		
Frotcher	*—Tied	
Valro, Ga.	Thomasville, Ga.	Waycross, Ga.
Stuart	Schley	Schley
Frotcher	Stuart	Stuart
Schley	Pabst	Moneymaker
VanDeman	Delmas	Frotcher
Delmas	Moneymaker	VanDeman
	VanDeman	Curtis
		Alley

There are some varieties which were

propagated in the early days, that should not now be planted anywhere. Some of these are, the Centennial, Columbia, (or Pride of the Coast or 20th Century), Georgia (Georgia Giant), Nelson, Mobile (except in some proven district only) and from results obtained in the past three years I am tempted to add Frotcher, and Teche. I mention Frotcher because lately, except in favorable seasons, and in a limited district, it has borne practically nothing. When it does bear and fills well, it is a good seller and one of good quality. Teche is a hardy tree, bears early in age and is exceedingly prolific, yet these nuts are not sought by buyers, because they are not usually filled well, and are lacking in flavor and pithy in texture. Mobile is another variety that is hardy, bears young in years, and is the most prolific of all nuts, yet it rarely fills well. It is claimed in the Atlanta district, the Mobile fills very satisfactorily, yet when I cracked two nuts from a sample from an orchard near Atlanta, which was supposed to produce well filled Mobiles, one of the halves of each nut lacked a quarter of an inch of being filled out to the end. However, any district that can do even that well each year with the Mobile, it would be a satisfactory tree to plant.

Some varieties are more susceptible to scab and rosette than others, Schley and Delmas on the coast between Mobile and New Orleans scab very seriously during a wet season, yet those two varieties are practically free from scab in the less humid districts away from the Gulf.

I have never yet seen a pecan orchard of ten acres or more, that did not have some rosette, and do not believe there is any variety that is free from it. However from experience I believe the Moneymaker is the most resistant to it.

The varieties having the thickest hull and those that are late maturing, such as the Stuart, are very susceptible to the husk worm, which blackens the nut in spots.

On account of the conditions pointed out above, it is impossible with our present knowledge to give a list of varieties of pecans that will give the best results in a certain county in the Southern States and that is really what we ought to know.

Prof. W. N. Hutt, State Horticulturist of North Carolina, gives the following specifications for the ideal:—"The tree must be hardy, vigorous and free from disease; ripens early, both wood and fruit; begins bearing early; bears regularly and heavily. The nut must be large, not more than 80 to the pound; well filled; thin shelled, and crack out freely; flavor rich and fine (oily rather than starchy)."

According to these specifications we have no ideal at this time. However, I give below a list of varieties which in my opinion, from information gathered, will give the best results in general, over certain districts.

In North Georgia, Northern Alabama, and Northern Mississippi, the varieties Delmas, Stuart, Moneymaker, Schley and VanDeman.

In Eastern North and South Carolina, the varieties Delmas, Stuart, Moneymaker and Schley.

In Southern Georgia, the varieties Schley, Delmas, Alley, Stuart, Pabst, VanDeman.

In Northern Florida, the varieties Schley, Delmas, Moneymaker, Alley, Stuart, and Curtis.

In Southern Alabama, Mississippi, and

Louisiana, the varieties Schley, Stuart, Success, Alley, Pabst, and Russell should be added for South Louisiana.

In Eastern Texas, the varieties Stuart, Schley, Delmas and VanDeman.

In Western Texas, the varieties, Halbert, Oliver, Texas Prolific and San Saba.

In Southern Tennessee and Virginia, I believe the Stuart, Schley, Delmas, and Moneymaker will do very well, but probably should not be planted extensively until given further tests. Mantura is very successful in Virginia.

This, in general, gives a vague idea of what varieties to plant in certain areas, but it is not sufficient for the planter or the nurseryman, and I trust this Association will be the means of gathering definite and concise information on this subject, in the near future.

### Taming Native Fruits

The taming of the native fruits of South Dakota has been conducted for the past twenty years on the grounds of the horticultural department of the state college by Professor N. E. Hansen, at Brookings, S. D., the main work having been with the sand cherry, which is native mainly in the western half of the state where it is common in the Bad Lands. The fruits resulting from this work have been shown at the South Dakota state fair for a number of years. The best results were obtained by hybridizing the sand cherry with the Japanese plum and with choice native plums. This gave varieties like Opata, Sapa, Wachampa, and many others. The sand cherry hybrids are conspicuous for their early bearing since they fruit on one year wood. This characteristic it derives from the native sand cherry. The tree habit of the plant is from the Japanese parent.

Fine shipping plums, very firm in flesh and strongly fragrant, such as the Hanska, Kaga, Tokata, Toka, were obtained by crossing the fragrant apricot of China with the native plum. Of these many varieties there are easily a million trees in the orchards and nurseries of the western states. The early bearing habit has won favor in other states and they are now being tested across the continent.

### Camphor Trees on Gulf Coast

Camphor trees, years of experiment have established, can be grown successfully in Florida, along the Gulf Coast and in some coast regions as far north as Charleston. Only within the last seven or eight years, however, have the Department specialists considered it at all feasible to grow these trees as a source of camphor. The specialists have discovered that instead of being able to take camphor from trees only once in fifty years, as has been the rule, it is possible to produce camphor each year by pruning the leaves from the trees and distilling them. The possibilities offered by this discovery led to the planting of camphor trees and there are at present 1,000 acres of trees growing in Florida. A second tract of some 18 square miles is being cleared rapidly and planted. Importations of camphor in 1914 were only about 3,500,000 pounds, valued at \$929,000. A limited area in addition to that projected, should supply all the domestic camphor for which there would be a profitable demand.

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## Closer Co-operation Among Nurserymen

LLOYD C. STARK, Louisiana, Mo., before Southern Nurserymen's Association

There is a big subject, one that is very near to my heart, that I desire to bring before you. It is Closer Co-operation Among Nurserymen, looking to the mutual benefit of all. Particularly do I desire to impress upon the membership of this association the unanimous desire on the part of the Executive Committee of the American Association to co-operate with you, both as an association and as individuals. You have your own peculiar problems and yet you are confronted by problems common to the nursery trade in general, especially where legal matters and matters pertaining to legislation are concerned.

I want to urge upon you to call upon the American Association for its assistance—assistance which it will not only give gladly, but is particularly anxious to render. Wherever legal and legislative problems are encountered by the Southern Association or its members, without delay communicate with the Counsel of the American Association, Mr. Curtis Nye Smith, 19 Congress street, Boston, Mass. No matter whether you think your problem is outside his jurisdiction or not, if at all possible to render assistance you will find Mr. Smith and also the other members of the Executive Committee glad to help you.

Gentlemen, it is only through effective co-operation that we are going to be able to put through the nursery business on a solid foundation. It is unnecessary for me to tell you here that the nursery business for the past few years has been slaughtered—and the nurserymen themselves have been the butchers. We all know a great deal about

low prices—it is an unpleasant subject one which I will not dwell upon, and it is a problem that can never be entirely eliminated, but can be much relieved by proper co-operation among nurserymen; and, gentlemen, that co-operation won't do any good after the crop of trees is produced—it must come before. Somehow, sometime, someone is going to devise a plan whereby all leading nurserymen will get together and plan their propagation along sane and sensible ideas on the basis of previous year's demand and other statistics which it is possible to obtain.

At this time there is being worked out by the American Association of Nurserymen a plan of this kind. Like all other co-operative plans, its success depends entirely on the backing it receives from the membership. Co-operative measures of any kind must necessarily fall unless there exists a real desire to co-operate, and that is just the point I am coming to. On all subjects the Southern Association of Nurserymen should endeavor, as far as possible, to co-operate with the American Association. The American Association desires and invites your co-operation. All the officers, and I believe I am safe in saying the entire membership, appreciate that the associations in the various sections should work hand in glove with the larger association.

Every member of this and all other sectional organizations should be members of the American Association and all should co-operate in every possible way. It is only by the combined efforts of nurserymen in every nook and corner of America

that we can hope to standardize the nursery business, just as other businesses have been standardized, to the end that our business will be more pleasant and more profitable, that the demand of our customers will be increased and our business strengthened all along the line.

The Southern Association is looked upon by the membership of the American Association as one of the liveliest sectional organizations in the United States. Your activities along educational lines are constantly quoted. The American Association needs your assistance, both individually and as an organization, and you need the co-operative efforts of the American Association. Many of us have the privilege of holding memberships in both associations. Those of us who have not, should do so at once. It will be a mighty good investment for you.

Let's get together, work together and stick together.

### Nursery Contract Question

Last October an agent for the Morris Nursery Co. of West Chester, Pa., came to sell me nursery stock. I told him his prices were higher than the local nurseryman. He assured me that their stock was far better than that of the local nursery house. On the strength of such assurance I gave him an order for 250 Cuthbert raspberries and 250 Eldorado blackberries. When the plants arrived I noticed the certificate with the stock, showing that the plants had been grown by a nursery house about 10 miles from my place. The retail price of the nurseryman growing the plants is \$10 per thousand for the raspberries and \$12 to \$13 for the blackberries. I agreed to pay the agent of the Morris Nursery co. \$30 per thousand. Am I obliged to pay this extravagant price? T. R. New Jersey.

The subscriber of course will be obliged to pay the price specified on the order, regardless of what the prices of other nursery houses may be. This is a fair sample of transactions with nursery agents as they come to us. Because of the misrepresentation of this agent the subscriber was induced to pay nearly three times the amount for which he could have purchased the stock direct from the grower. We have certainly warned our people sufficiently against nursery agents, so that our readers at least have no one but themselves to blame when they get caught on transactions of this kind.—Rural New Yorker.

Nurserymen ought to be free to discuss trade topics not only as they come up in annual conventions, but throughout the year in the trade journals.—J. H. Dayton, Storrs & Harrison Co., Painesville, O.

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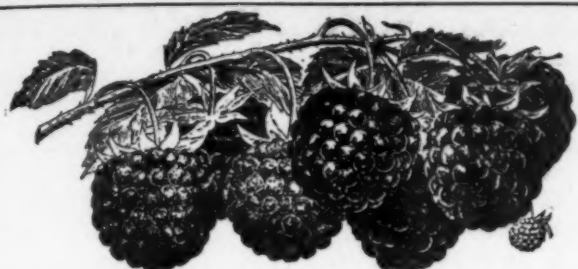
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## War's Effect Upon Imported Nursery Stock

The announcement in a trade publication to the effect that imported nursery stock will be considerably lower in price this fall caused a representative of the *American Nurseryman* to seek some first-hand information from Frederick W. Kelsey, New York city, who is in position to be well posted.

"Is there truth in this statement?" asked the representative.

"The matter reminds one of the dire predictions as to the 'dumping' of foreign manufactured goods at the close of the war now indulged in by so many pseudo trade wise-acters and pessimistic observers generally," replied Mr. Kelsey. "That certain kinds of nursery products now in surplus or of inferior quality in the belligerent countries will be, as now, very low in price this season is conclusive. It does not, however, follow that reliable first-grade and well transplanted stock which many foreign growers know so well how to produce is to be sent here regardless of price. The costly experience from some of the large consignments sent to the auction rooms the past spring—almost or quite a total loss—will be an effective object lesson against this method of foreign surplus disposition.

"Another important factor in the situation is the increased cost of production owing to the war, the scarcity of labor, increased cost of packing, and excessive ocean freights. While in some instances imported stock up to grade and quality will be attractively cheap for the present, it will require careful discrimination and a knowledge of the stock and all of the conditions now existing, if the apparently cheap price does not in reality become a high price in actual transactions. This has been a not infrequent experience in the past year. In our own importations we require the best stock we can select, which from our personal knowledge of the material and extended experience enables us to steer clear of the breakers which not infrequently turn a prospective profit into a loss to those not possessing the requisite up-to-date information as to the stock and the changed conditions the present European holocaust has brought about."

"What about the future of nursery stock transactions with European countries as the result of the war?" was asked.

"The general proposition that all nursery stock or other stock or industrial conditions, foreign or domestic, are going to the bows-wows does not appeal to me," replied Mr. Kelsey. "True, the belligerent countries in their scientific slaughter of men and their prodigious destruction of property are apparently heading straight for national bankruptcy; but in trade matters between those countries and this country there are certain barriers as to the fluctuation of prices, beyond which it is impossible to go. I was much impressed with this condition from my own observations in each of the belligerent countries, excepting Russia, just prior to and after the outbreak of the war two years

ago. In London, for two weeks after the war began, there occurred the worst panic I have ever known, indicating, as did similar financial and industrial conditions in this country for months afterwards, a paralysis of trade unknown for two generations, and a corresponding shrinkage in prices and volume of business, more ominous than the present pessimistic views as to nursery stock and other 'dumping' of foreign trade consignments.

"Presto, change!" continued Mr. Kelsey, with a gesture. "In eighteen months this country has been transformed to an era of prosperity never before known in its history: And while war conditions and demands have stimulated this activity, I believe it will continue along normal lines and that there is an excellent future for the nursery business, as for other industries where properly managed, notwithstanding any present exigencies from foreign prices or production. One serious handicap is the high freight charges on nursery products since the very great increase of twenty-five to thirty per cent in effect since June 1, 1915. To those conversant with all the facts this is an obvious wrong. It is an injustice to the nursery stock shippers of the country, which should be righted without further delay."

In a previous issue of the *Nurseryman* Mr. Kelsey discussed in detail the matter of increased freight rates and urged official action by the nursery associations.

### Thousands of Avocados

Thousands upon thousands of avocado seeds are being planted in the nurseries of South Dade county, and each one of these seeds will mean a tree ready within a year for transplanting into groves throughout this section, says the Miami, Fla., Metropolis. Tremendous interest is being taken by the south Dade county people in the avocado industry, and the recent action of the state plant board removing restrictions on the planting of this fruit excepting on premises where there is citrus canker has resulted in a big impetus to both nursery and planting industries.

Dan Walton is engaged in planting 50,000 seeds in his nursery. The Dade County Nursery Co. is planting 100,000 seeds. Krome & Tenney are planting about 100,000 seeds in their new nursery in the Perrine grant. Besides these, other nurserymen and growers are planting large quantities of avocado seeds.

### CAN'T GET ENOUGH SEEDS

Growers are planting all the trees that they can get, but the limitations of the nurseries is preventing as many acres being planted as would be if the supply of trees were greater.

C. T. Fuchs is among the boosters for the avocado industry. At his place at Homestead he has three avocado trees which are only three years old and which have this year about 200 fruit on each tree. One of these trees bears its fruit in clusters like grapefruit, with three to nine fruit in each cluster. The trees are about 15 feet tall. Mr. Fuchs has another seedling which bears fruit as late as February. Last year he sold nine of these fruit for a dollar each. Avocados are selling for \$3 to \$4 per crate, f. o. b., Homestead.

The marriage of Paul Clarence Stark, of the Stark Bros. Nurseries and Orchards Company, Louisiana, Mo., and Miss Theodosia Armstrong Barnett, of St. Louis, took place September 9. They will be at home in Louisiana, Mo., October 1.

### Federal Appropriations

The Agricultural appropriation act for the fiscal year ending June 30, 1917, which was approved by the President on August 11, 1916, appropriates \$24,948,852 for continuing the work of the department, for carrying out new legislation, and for developing new agricultural projects. This is an increase of \$1,977,070 over the appropriation for the fiscal year 1916.

For carrying on the work of the Bureau of Plant Industry the new act allows \$2,537,120, an increase of \$398,020. The usual appropriation of \$252,540 for the purchase and distribution of valuable seeds is included in this total.

An increase of \$7,500 has been included for enlarging the work of fruit-disease investigations, especially for the investigation of general orchard diseases and for the investigation of the diseases of subtropical fruits.

An increase of \$30,000 was granted for the purpose of co-operating with the various states concerned in the eradication of the white-pine blister rust.

A new item for the eradication of citrus canker has been included, with an appropriation of \$250,000. The act further provides that the unexpended balance (about \$85,000) of the appropriation for this purpose carried in the urgent deficiency act may be expended during the present fiscal year. Accordingly, \$335,000 is available for the fiscal year.

Increase has been granted of \$5,000 for the breeding of disease-resistant citrus fruits. There is also contained an item of \$105,000 for the investigation and improvement of fruits, and the methods of fruit growing, harvesting, packing, storing, handling, and shipping, and for experimental shipments of fruits within the United States and to foreign countries.

An item of \$56,080 for horticultural investigations includes the study of producing, handling and shipping truck and related crops, as well as work in landscaping, vegetable growing, and floriculture.

The appropriations for the Bureau of Soils include an item of \$175,000 for the purpose of investigating and demonstrating within the United States the best method of obtaining potash on a commercial scale.

The Federal Horticultural Board receives an appropriation of \$75,000 to enable it to carry out the provisions of the plant-quarantine act.

The president of Cuba issued a decree on July 3, creating a plant quarantine and inspection service under the name *Comision de Sanidad Vegetal*. The commission is composed of John R. Johnston, pathologist of the Estacion Experimental Agronomica as president; Mario Sanchez Roig, professor of natural history in the Agricultural School of Havana, as secretary, and Patricio Cardin, entomologist of the Estacion Experimental Agronomica. Three field inspectors have been appointed, one to attempt control of the spiny white fly of citrus, one to begin the "sanitation" of the coconut groves on account of the budrot, and the third to clean up the banana plantations affected by the Panama disease. In addition to the attempt at control of these most serious plagues, the commission will also have in charge the arrangements for quarantine regulations affecting the importation and exportation of plants.



# Southern Association of Nurserymen In Convention

**T**HE nineteenth annual meeting of the Southern Nurserymen's Association was held in Atlanta, Ga., August 30-31. That there was a representative attendance is shown by the photo-engraving presented herewith. To conduct an educational campaign to better acquaint farmers in the south with the science of cultivating flowers and fruits, was the topic of much discussion at the convention. It was decided to publish a pamphlet monthly, which is intended to be a textbook on the subject for farmers. The question of the responsibility of nurseries in their dealings through agents brought forth a lively discussion in which various plans of handling stock through agents were explained.

One of the features of the night session of the first day was the presentation of a publicity plan by St. Elmo Massengale. The selling end of the business was the subject of an interesting paper by O. P. Bleckley, of Harrisburg, Pa. William H. Kessler, of Birmingham, Ala., gave a talk on "The Relation of the Nurseryman to the Landscape Architect." "Freight Rates" was the topic assigned to C. T. Smith, of Concord, Ga. W. T. Hood, of Richmond, Va., delivered a stirring address entitled "Better Prices or Quit!" Three Tennesseans made addresses at the convention. They were W. A. Easterly, of Cleveland, Tenn., on "The Betterment and Uplift of Our Profession;" A. D. Knox, of Nashville, on "Co-operation Between Nurserymen and Farmers of the South;" Harry Nicholson, of Winchester, on "Grafting Apple on Japan Pear Stocks." Others who pre-

pared addresses were Lloyd C. Stark, of Louisiana, Mo., and Curtis Nye Smith, of Boston.

The seventy-five members in attendance were given an automobile ride over the city on the afternoon of the last day of the convention. Previously they had visited the Southern fair grounds at Lakewood, as guests of the Atlanta Chamber of Commerce. The hospitality of the city to the visitors was so royal that it was unanimously voted to hold next year's convention at Atlanta. Many pledged themselves to attend the 1917 convention of the national body and do all in their power to bring that organization's 1918 meeting to Atlanta.

These officers were elected:

President—Harry Nicholson, of Winchester, Tenn.

Vice-president—O. Y. Fraser, of Huntsville, Ala.

Secretary-treasurer—O. Joe Howard, of Pomona, N. C.

Much of the success of the convention and the practical program presented was the work of Secretary Howard.

**Apple Sales in West Virginia**—The first big apple deal of the season at Martinsburg, W. Va., was consummated early last month.

Walter W. Trout and X. Poole, of the Gold Orchard Company and Manager H. H. Ruthertford, of the McKown Orchard Company, sold to W. H. Hudgins, representing Crutchfield & Woolfolk, the entire crop of Northwestern Greenings of both orchards, about 3,500 barrels from the Gold orchards and about 1,500 from the McKown orchards, at \$3.250 and there is a possibility of the estimated number of barrels being materially

increased when the time comes for picking. The two orchards will net at least 32,000 barrels of the different apples grown there, about 20,000 from the Gold orchards and 12,000 from the McKown orchards.

A despatch from Wenatchee, Wash., under date of Aug. 11, said: The deadlock between the Eastern buyers and the local shippers broke this morning with the first real order of a large block of apples for regular fall delivery. J. H. Denge, of G. M. H. Wagner & Sons, has accepted and confirmed an order for seventy-eight cars, including Winesaps, Delicious, Spitzenbergs, Black Bens, Jonathans and Arkansas Black. The terms of the order are cash and acceptance here. The buyers have posted a substantial forward order for seventy-eight cars, including Winesaps, \$1.35; Delicious, \$1.50; Spitzenbergs, \$1.50; Black Bens, \$1.10; Jonathans, \$1.15; Arkansas Blacks, \$1.35. Mr. Denge is distributing the order among his shippers. He is optimistic over the sale, which he believes points toward a good healthy movement on apples this year.

Trainloads of fruit from California and other far Western States are delivered in New York with clock-like precision. The produce dealers know just when to expect shipments, and rarely disappoint. There is no such regularity in the receipts of perishable fruits and vegetables from near-by growers. In the West the producers are members of an association that can make favorable terms with transportation companies. In the East the producer maintains his independence, but suffers for it in pocket.

Youngers & Company, Geneva, Nebraska, long prominent in the nursery trade, announce that they are entirely out of the nursery business.

## "LE VAL d'AULNAY NURSERIES"

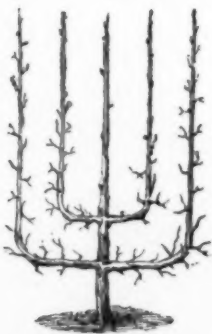
# CROUX & SON

CHATENAY (Seine) FRANCE

SPECIAL OFFER TO THE TRADE FOR EARLY SPRING DELIVERY

## Trained Fruit Trees

## Ready To Fruit



We have this year no less than 200,000 trained fruit trees to sell, all transplanted, specially in: Pears, Apples and Peaches; also: Apricots, Cherries, Plums.

All our trained fruit trees have been frequently transplanted to insure success, they are from four to eight years of age, strong, vigorous and perfectly shaped; they can bear handsome fruits the year after planting.

Ask for our catalogue on which you will find the list of varieties and figures of the different forms that we can supply.

### Pears—Apples—Apricots—Cherries—Plums:

Palmetto with	2 series of branches	(Fig. 17)
	3 series of branches	(Fig. 18)
	4 series of branches	.....
..... in U. form	3 branches	(Fig. 24)
..... verrier	3 branches extra strong	(Fig. 26)
	4 branches	(Fig. 27)
	4 branches extra strong	.....
	5 branches	(Fig. 28)
	5 branches extra strong	.....
Pyramidal form	2 series of branches	(Fig. 10)
	3 series of branches	(Fig. 15)
	4 series of branches	.....

Fuseau Form	4 years old	(Fig. 14)
	5 to 6 years old, 6 to 8 ft. high	.....
	7 to 8 years old, 8 to 10 ft. high	.....
Standard	5 to 6 years old, (of head)	(Fig. 13)
	7 to 8 years old,	.....

### PEACHES

Palmetto with	1 series of branches	(Fig. 21)
	2 series of branches	(Fig. 22)
..... in U. form	.....	(Fig. 23)
extra strong	.....	.....

### APPLES

Cordon, single and double	(Fig. I & I bis)
extra strong	.....

(For Prices on Above Stock see October Issue of the NURSERY TRADE BULLETIN in Which This Advertisement will be Reproduced—Managing Editor.)

## AMERICAN NURSERYMAN

A NATIONAL TRADE JOURNAL FOR  
NURSERY GROWERS AND DEALERS

Featuring the Nursery Trade News of  
American and foreign activities as they  
effect American conditions. Fostering indi-  
vidual and associated effort for the advance-  
ment of the Nursery Industry.

Absolutely independent.

Published Monthly By

AMERICAN FRUITS PUBLISHING CO., INC.

39 State Street, Rochester, N. Y.

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RALPH T. OLCOTT, Pres. and Treas.

Chief International Publication of the Kind

### SUBSCRIPTION RATES

One year, in advance	- - -	\$1.50
To Foreign Countries, and Canada	- - -	2.00
Single Copies	- - -	.15

Advertisements should reach this office by  
the 15th of the month previous to date of  
publication.

Drafts on New York, or postal orders, in-  
stead of checks, are requested.

ROCHESTER, N. Y., OCT., 1916

### As a Layman Sees It

The Milwaukee News said editorially of  
the 1916 convention of the American Asso-  
ciation of Nurserymen:

More attention is likely to be given by  
the average man to political advertising,  
and trade conventions than to a nursery-  
men's convention but there is no association  
of more importance to the world than the  
association of those men who come to-  
gether from distant parts of the country to  
exchange views on the conservation and de-  
velopment of tree life and production.

While the cultivation of fruit trees occu-  
pies the most of the attention of nursery-  
men, considerable time is given to the study  
of trees for lumber and of trees and shrubs  
for ornamental purposes. A Thoreau can  
classify trees and point out the beauties  
which should be observed and admired by  
the less discerning man. A Burbank can  
by selection produce many beautiful forms  
of plant life and, as in the case of his de-  
velopment of the potato, produce changes  
which lessen the demands on the purse, but  
nurserymen commercialize these discoveries  
and introduce them to the home-maker. The  
nurseryman is not entirely commercial, how-  
ever. He is in love with his business and he  
takes as much pride ordinarily in the de-  
velopment of the trees which he sells as he  
receives benefit in the commercial trans-  
action.

There is not much blare of trumpets at a  
nurserymen's convention. The members  
meet quietly, discuss questions of impor-  
tance and separate until the convention the  
next year calls them together. Their con-  
vention is the nearest illustration of plant-  
ing a seed and waiting for growth, and  
the unfolding of the plant is no more cer-  
tain than the spread of the new ideas which  
are received by the members as they attend  
the session and confer with one another.  
Unconsciously the people get the benefit of  
these conventions and the world profits ma-  
terially by them.

All of which is very well and kindly  
spoken; but the nurserymen no longer meet  
as they have for forty years and then "se-  
parate until the convention the next year  
calls them together, waiting for growth."  
They separate, to be sure, but they meet,  
many of them, before the next convention,  
and they are no longer waiting for growth.  
They are busy forcing growth—organization  
and trade growth.

Say you saw it in AMERICAN NURSERYMAN

"You are issuing a splendid Journal,  
covering the news of the trade from coast  
to coast."—E. S. WELCH, former President  
American Association of Nurserymen

### To Help the Dealer

In another column is related the experi-  
ence of a class of manufacturers in the field  
of co-operative advertising to educate the  
consumer. The article backs up all that  
Dr. Houston said in the August issue of the  
American Nurseryman, in general. In par-  
ticular it brings out a point we wish to em-  
phasize to our readers: The aim to help the  
dealer.

When the manufacturers in question be-  
gan the advertising campaign last July, they  
followed the plan of many associations to  
get inquiries from consumers. Now they  
do not want to be bothered with consumer  
inquiries at all. All the efforts of the cam-  
paign will be aimed to help the jobber and  
the dealer.

The members of the manufacturers asso-  
ciation feel that the dealers are the real  
key to the situation—so much so, in fact,  
that resolutions were passed by the manu-  
facturers pledging to the dealers the co-  
operation of the wholesalers.

In the Nursery Trade the dealers are ask-  
ing the wholesalers for co-operation! They  
are even talking of forming a national asso-  
ciation for their protection and to endeavor  
to command the attention and special con-  
sideration which in other lines of industry  
are freely offered by the wholesalers.

Is there occasion for definite action on  
the part of the wholesalers in this matter in  
the interest of Nursery Trade conditions  
generally?

### Nursery Trade Ethics

Hearty and striking response to the urg-  
ing by the American Nurseryman with re-  
gard to the ethics of the Nursery Trade is  
coming from all sides. For years we have  
been arguing for a higher plane and for the  
elimination of the sheep from the goats.  
Time and time again we have urged the ex-  
pulsion from the membership of the nursery  
trade associations of those whose business  
methods, either with brother nurserymen or  
with the public, will not stand the light of  
investigation.

Here is one of the latest indorsements of  
our idea:

"We should certainly come to the time  
when we would refuse to recognize any nur-  
seryman, large or small, who attempts to  
secure business whether in a wholesale or  
retail way, by stooping to lines of argument  
or making promises that are of themselves  
unreasonable to any fair-minded man."—  
President Smith before Southern Nursery-  
men's Association.

### The Landscape Architect

At last we have a succinct and at the  
same time sufficiently comprehensive analy-  
sis of the relation between the nurseryman  
and the landscape architect. It is presented  
in this issue of the American Nurseryman  
by William Harry Kessler, landscape archi-  
tect, Birmingham, Ala., in the form in which  
it was laid before the Southern Nursery-

men's Association at its convention in At-  
lanta.

The American Association of Nurserymen  
has faced the problem of defining its atti-  
tude in regard to the practice of allowing  
wholesale rates to landscape architects for  
nursery stock. Thus far the national body  
has taken no definite stand in the matter.  
But this is just one of many things upon  
which the American Association should take  
a definite stand. At the Milwaukee conven-  
tion last June the subject was brought up  
by Mr. Cashman in his address in behalf of  
the retailer. He argued that there was no  
reason for giving to the landscape architect  
the advantage of wholesale prices, to the  
detriment of the nursery dealer. On the  
floor of the convention this position was  
contraverted in behalf of the growers and  
wholesalers of nursery stock.

And now a landscape architect comes  
forward and flatly declares that, in his opin-  
ion the landscape architect is not entitled  
to dealers' prices. The reason is that the  
architect does not depend on a profit on  
nursery stock as his remuneration for his  
work. He does suggest, however, that by  
reason of the large quantities of plants of  
one variety that he uses and on account of  
the usually greater ease with which his or-  
ders can be handled as compared with those  
given by the unadvised purchaser, he should  
be entitled to a rate somewhat lower than  
the regular retail rate. This is in the na-  
ture of a compromise and it is needless to  
say that the argument has considerable  
merit.

Then comes the practical observation, for  
the force of which the nurserymen them-  
selves are responsible:

As most nurserymen at the present  
time are willing to supply the wants of  
the landscape architect at wholesale  
prices, you cannot blame the landscape  
architect if he holds out for this con-  
cession.

The suggestion is made by this architect  
that prices for nursery stock should be in-  
creased so as to provide for better grading  
and better packing and delivering of suit-  
able planting material, on the ground that  
this would tend to create the best immedi-  
ate effect after planting and advance the  
interests of both nurseryman and architect.

The observations by the Birmingham ar-  
chitect are entitled to special consideration  
because he has been engaged in the nur-  
sery business for years, having been con-  
nected with the P. J. Berckmans Company  
for ten years previous to his present occu-  
pation.

There are other practical points in this  
address to which particular attention may  
be directed. The author explains how un-  
necessary antagonism has been developed  
and how it may be overcome.

"Success for the planter means increased  
business for the nurseryman, and the rela-  
tionship between them should not terminate  
with the sale and delivery of the trees."—E.  
F. Stephens.

Say you saw it in AMERICAN NURSERYMAN



## The Southern Association

The Southern Nurserymen's Association stands high in the annals of organized horticulture in America. It is one of the most progressive of the trade organizations and its influence counts for much in the development of the industry on high lines.

In this issue of the *American Nurseryman* is presented a comprehensive review of the proceedings of the nineteenth annual convention of the Southern Nurserymen's Association held in Atlanta, Ga., August 29-30.

Several marked features stand out prominently in these proceedings. Chief of these are the prevailing spirit of endeavor to lift the industry to a higher plane and maintain it there, and the hearty manifestation of desire to co-operate with the American Association of Nurserymen in the plans for development laid down at the last two conventions of the national organization.

These phases were touched upon by President Smith in his address. The altruistic spirit of his remarks at the opening of the meeting sounded the keynote of the convention, heard again and again in the proceedings.

Nurserymen throughout the country may receive instruction and inspiration from the reading of the Southern Association's transactions. It will be time well spent. We urge it as we urge perusal of trade literature generally—upon the high plane of efficiency.

## Tonic of Co-operative Advertising

Directly in line with what was said in the last issue of the *American Nurseryman* by Dr. Herbert S. Houston, president of the Associated Advertising Clubs of the World, before the Association of Ornamental Growers in New York, is the experience of the manufacturers of asphalt shingles. When the asphalt shingle manufacturers' association began its campaign last July it followed the plan used by so many associations and went after inquiries from consumers. Now it doesn't want to be bothered with consumer inquiries at all. All the efforts to help the jobber and the dealer, whom the eighteen members of the association feel are the real key to the situation—so much so in fact that resolutions were passed at the meeting pledging them the co-operation of the membership. To that end the various members of the association at the meeting voluntarily renewed their subscriptions to the advertising fund, thus putting their stamp of approval on what had been accomplished by the first year of the promotional work.

Printer's Ink, discussing this subject, says:

While no figures are available as to the exact results from this first year's campaign, several members of the association expressed themselves as being thoroughly sold on the value of co-operative advertising. One member stated that while he had spent considerable money in past years advertising his business singly, there was seldom a year when he could get enough business to keep the factory going at top capacity. Moreover, before the co-operative work the under selling costs were high, due to the difficulties which beset the salesman in introducing an unknown product. For several months, this roofing manufacturer testifies, he has been running his plant at maximum capacity, and the difficulty of selling is rapidly vanishing.

According to L. F. Lindley, who represented one of the big firms and who had

## American Association of Nurserymen. Committees Appointed for 1916-17

JOHN WATSON, President, Newark, N. Y.

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Thomas B. Meehan, Chairman, Dresher, Penn.  
Wilmer W. Hoopes, West Chester, Penn.  
Adolf Muller, Norristown, Penn.  
Wm. Warner Harper, Philadelphia, Penn.  
William Flemer, Springfield, N. J.

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J. M. Pitkin, Newark, N. Y.  
L. A. Berckmans, Augusta, Georgia.

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Horton Bowden, Geneva, N. Y.  
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John H. Dayton, Painesville, Ohio.

### HAIL INSURANCE

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Milton Moss, Huntsville, Alabama  
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Chas. J. Maloy, Rochester, N. Y.  
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Honorary Member: Prof. Frederick W. Coville, Department of Agriculture, Washington, D. C.

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### REVISION OF TELEGRAPHIC CODE

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E. S. Welch, Shenandoah, Iowa.  
J. H. Dayton, Painesville, Ohio.

### LANDSCAPE

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J. M. Pitkin, Newark, N. Y.  
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Abner Hoopes, West Chester, Penn.  
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J. M. Pitkin, Newark, N. Y.  
J. H. Dayton, Painesville, Ohio.  
E. S. Welch, Shenandoah, Iowa.  
A. E. Robinson, Lexington, Mass.  
W. P. Stark, Neosho, Mo.  
W. T. Hood, Richmond, Va.  
R. C. Chase, Chase, Ala.  
W. H. Wyman, North Abington, Mass.  
L. A. Berckmans, Augusta, Ga.  
W. F. Ilgenfritz, Monroe, Mich.  
E. W. Chatten, Winchester, Tenn.  
N. W. Hale, Knoxville, Tenn.  
W. C. Reed, Vincennes, Indiana.  
F. H. Stannard, Ottawa, Kansas.  
William Flemer, Springfield, N. J.  
E. F. Coe, Ft. Atkinson, Wisconsin.  
C. R. Burr, Manchester, Conn.  
E. A. Smith, Lake City, Minn.

a hand in the organizing of the association as well as managed its subsequent publicity campaign, the direct business which has accrued from the campaign, while considerable, is infinitesimal compared with the effect which the campaign has had on the industry.

"You can't imagine what conditions were before our different manufacturers got together with their feet under the one table," said Mr. Lindley to a member of Printers' Ink editorial staff in Chicago. "Nobody was making any money. Prices were slashed until all the profit had disappeared. All sorts of stunts were being resorted to to get the business away from competitors and every manufacturer felt sure that the other fellow was the worst variety of spotted crook that ever infested the earth.

"One day I was talking with a prominent shingle manufacturer and we commented on this deplorable state of affairs. 'Lindley,' he said, 'if there was only some way of getting things back to normal; some way of working together instead of each manufacturer lurking in dark corners waiting for a chance to run a knife between the other fellow's ribs. If we could only get five cents more for our shingles we would all make a good thing out of it, and we would soon have the business where it ought to be, but we will never get anywhere at this rate.'

"After a year of advertising the members have come to realize that the thing which they haltingly undertook, more as an excuse you might say for having an association, is

in reality something which the industry cannot very well dispense with—that was why those of us who have been most interested in the success of the association were so well pleased at the spirit shown at the meeting, when the advertising was continued by unanimous vote and the subscriptions renewed without any effort. On the whole I cannot conceive of any way in which we could have invested \$50,000 to better advantage than we have in this campaign, and if there are any other associations who are at the stage we were eighteen months ago, I can say to them frankly that the one tonic that will put them where they sought to be is a good stiff dose of consumer advertising."

The nursery and seed business of Thomas Mathven and Sons, Edinburgh, Scotland, was recently transferred to Peter Macfarlane Greig and Herdman Thompson, who will continue to use the firm name of Thomas Mathven and Sons. Mr. Greig has been associated with the business for the past 35 years. For the past eleven years Mr. Thomson has been associated with the business of the late David W. Thomson, nurseryman and seedsman, Edinburgh.

Galloway Brothers & Co., Waterloo, Ia., contemplates the building of a large storage cellar and packing house for use next fall.

# Ornamental Nursery Stock for Middle West

F. A. WEBER, Nursery, Mo.

## LIRIODENDRON TULIPIFERA, (TULIP TREE)

This is another of our valuable native trees that has also been neglected. I would class this tree in the Magnolia family, as it has some of the characteristics of the Magnolia Acuminata. The tree is pyramidal in growth, leaves large and smooth, and the flowers, which appear when the foliage is half grown, resemble single tulips. This tree requires the same care in digging and handling as the Sweet Gum, as the roots are very soft, easily bruised, and it is quite necessary that they be handled with ball, the same as the Magnolia and Evergreens, in order to secure best results. It makes one of the grandest avenues, having the same general habit of growth as the Sweet Gum and is especially valuable for park purposes. We have no trouble in handling this tree up to 2 to 3 inches in diameter, providing it is handled with sufficient ball of earth. It is a tree that should be more generally used.

## PLATANUS OCCIDENTALIS (AMERICAN PLANE)

This is probably the most abused and, at the same time, praised tree that we have. It is true that the American Sycamore has its faults, yet if it were not for the American Sycamore we would have no tree that could be used as a street tree in the densely populated sections of our large cities and manufacturing centers, as well as in the low lands along our rivers. We find in St. Louis that in the sections between Grand Avenue, which encircles the city in the 3600 block to the river, that the American Sycamore is the only tree that can be used with any degree of success. The same is also the case just across the river in East St. Louis,—which city is built on the bottom lands along the Mississippi river, known as the American bottoms, and is the only tree that they have been able to grow with success. I do not recommend the American Sycamore for the residential sections, or as a general park tree, on account of its bad habit of beginning to drop its foliage during the early summer months. But for general planting in the business sections of cities and in low lands, it is the "best." There is no shade tree that can stand the abuse that the American Sycamore can and survive.

## PLATANUS ORIENTALIS, (EUROPEAN PLANE)

This is of European introduction and is probably the best of the Sycamore family, providing you obtain the tree termed "Intermedia." There is a form of this Sycamore sent out by some of the Holland firms that is absolutely worthless. It is impossible to grow a straight tree of it; it is not hardy and is an absolute failure. It may do better in Holland and, if it does, they had better keep it there. The true variety has large five-lobed leaves, is of lofty wide-spreading growth and is especially valuable for its denser habit of growth than the American variety and holds its foliage longer in the season. It is, with us in St. Louis, considered one of the very best street trees. It can stand about as much abuse as the American Sycamore. I do not recommend the planting of this variety in the smoky sections of manufacturing cities or in the low bottom lands. They are especially adapted for higher soils, for street planting, and for general shade purposes where a hardy, tough tree is desired.

## POPULUS DELTOIDES, SYN. MONOLIFERA, (CAROLINA POPLAR)

This tree is known to all of you and needs no further description from me. It is probably the cheapest of shade trees and of easiest growth. Will grow almost anywhere, and while I do not place much value in this variety as a general street tree, owing first to its short life, and second to its being subject to defoliation during the early summer by the Poplar beetle, it is, however, a valuable tree for certain conditions and should not be entirely ignored. We have found it to be the best intermediate tree, or what we would term "fillers" for planting between the slower growing trees, such as the Sugar and Norway Maple, the Sweet Gum and the Oak, in order to help out until these more permanent trees have obtained a sufficient growth,—when the Poplar should be removed.

## POPULUS NIGRA, (GRECIAN POPLAR)

This variety is but little known in this country. Its leaves are of about the same size as the Lombardy, with about the same nature of branches, excepting that the trees form wide, spreading globe-headed trees, very dense in growth and are probably the longest lived Poplars we have. It makes an excellent street tree. I know of trees in St. Louis that are 25 to 30 years old that are still in thrifty condition. This tree should be more generally introduced. It is, however, a much harder tree to grow in the nursery and requires special treatment in order to produce good, well shaped trees.

## QUERCUS PALUSTRIS (PIN OAK)

This, like the Gum, Tulip and the Sugar Maple is one of the most valuable native trees we have and it is only in the last few years that we have come to realize what a beautiful tree the Pin Oak is. It can be used in almost any location, excepting, of course, the smoky sections of the cities, and is, contrary to the usual idea, an easy tree to transplant. It is one of our most valuable street trees, also park and lawn tree, and should be more generally grown, as the demand for this variety will increase as soon as the people learn of its good qualities.

## SALISBURIA ADIANTIFOLIA, (GINKGO OR MAIDEN HAIR TREE)

This is a native of China and Japan. The foliage is fan shaped resembling the Maiden Hair Fern, and the tree is of upright but irregular habit, but if properly pruned makes one of the finest avenue trees, private parkways and, in fact, for narrow streets where only a medium sized tree is desired. If you have ever visited Washington, D. C., and have seen the beautiful avenue of Salisbury planted there, you will then realize what a really good thing it is. It is generally not classed as a street tree, but more as an ornamental tree. It belongs to the Conifera family, such as the Larch and Bald Cypress. This tree should be more generally grown as it will thrive over the greater portion of the Central West.

## TILIA AMERICANA, (AMERICAN LINDEN)

This tree while it is admired by some people, and while it is a lofty large growing tree in our native timbers, yet when it is brought under cultivation, it has the one bad feature of dropping its foliage at all times during the summer, littering the lawn with its foliage from July to October, hence I do not recommend it as a valuable street

tree and it should be only planted in a botanical way.

## TILIA EUROPAEA, (EUROPEAN LINDEN)

This tree has some of the same faults as the American type, except that the foliage is smaller and does not begin dropping quite as early as the American variety, and where it can be planted on an open lawn or in a park, it makes a very pretty tree, and is especially valuable on account of its fragrant flowers in the early summer.

## Why Not Propagate Huckleberries

JOEL SHOMAKER, Nellita, Wash.

Huckleberry picking is on in the Puget sound country and will be a part of the daily occupation of several thousands of people until after Christmas provided the rains do not destroy the fruits. The crop is said to be the heaviest in many years and the demand promises to be greater than ever before, if sugar prices do not soar too high during the canning season.

Canneries at Olympia and Puyallup consume something like one hundred and fifty tons of wild huckleberries, paying the pickers four to five cents a pound. To furnish the fruits necessary for filling contracts, entire families and communities engage in the work of picking, packing and hauling to market shipping points.

The Puget sound waterfront comprises numerous islands and uplands, formerly covered with forests, having a navigable line of 1,720 miles, and almost every freight carrying steamer reaching the berry fields goes into the central city landings loaded down with huckleberries. Huckleberries are famous as national wild pie-fruits. They are sometimes quoted as blueberries, to distinguish them from the southern bitter fruits known as huckleberries. The fruits are small, round and sweet, being almost seedless. In one of the towns, near the Colville Indian reservation border, I saw groups of Indians carrying baskets and boxes filled with nice blue berries, and when I asked the price they quickly informed me that such berries were worth 75 cents a gallon.

## SUCCESSFUL CULTIVATION

For six years I have been collecting and propagating the wild huckleberries, and have succeeded in demonstrating their possibilities as future transplanted and cultivating fruits. I dig the wild plants when they are six to twelve inches high and transplant before the roots dry out and keep them in protected spots until they get established.

Huckleberries will be civilized and cultivated in the gardens and orchards for commercial purposes, just the same as other bush fruits. There is no reason why such transformation should not take place at any time the people desire to collect the wild plants and submit them to the rules of civilization.

Huckleberries seem to be immune to diseases and pests generally troubling bush fruits. I have not noticed anything with my bushes, either in the fields or transplanted, during the six years of experimental farming.

The huckleberry foliage is wanted at weddings, banquets and other luncheon functions, for decorative purposes.

At the present time the dewberry is grown most extensively in North Carolina and New Jersey, but there are also plantations in Maryland, Texas, Missouri, Michigan, Colorado and other states. The Lucretia, the most popular variety, is not very hardy and hitherto its culture has been confined to rather mild climates. Any fertile soil provided with good drainage and with a good supply of humus to retain moisture is suitable for growing dewberries. Many of the large fields of North Carolina are on coarse sand, and in other sections clay loams are used for this purpose. The fruit, however should not be set on wet soil. Under such conditions root rot has been found to kill the plants.

Say you saw it in AMERICAN NURSERYMAN



Fall 1916

**J. H. Skinner & Co.**

TOPEKA, KANSAS

Apple Seedlings

Pear Seedlings

Forest Tree Seedlings

Fruit Trees Small Fruits

Grapes Rhubarb,

Myatt's Linnaeus,

Pure Stock

Shade Trees

Flowering Shrubs

Catalpa Bungei

Bechtel's Double

Flowering Crab

**Natural Peach Pits**

We have them, crop of 1915, and shall be glad to send sample. Can furnish screened or not as you may wish. Have just shipped two cars to parties who used our Pits last season. Pretty good evidence, you say, that they were pleased with results obtained. We can please you, too.

**J. VAN LINDLEY NURSERY CO.,**  
POMONA, N. C.

**Twice-a Month Publicity**  
**For Nurserymen**

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**THE AMERICAN**  
**NURSERY TRADE BULLETIN**

Seasonable Want Lists and Offerings  
For Nurserymen: Growers and Dealers

Circulation Confined Strictly To the  
Nursery Trade

Issued 15th of Month. Send for Copy

**AMERICAN FRUITS PUB'G CO., Inc.**  
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**APPLE, PEACH, PEAR AND STRAWBERRY**

In heavy surplus at Right prices  
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**APPLE, STD. & DWF. PEAR, PLUM, CHERRY,**  
**PEACH, QUINCE, APRICOTS, SMALL**  
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Write for quotations

## Top Notch Berberry Thunbergii Seedlings

Big Drop in Prices. Come to Us

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**H. P. Roses**

Large Assortment of Varieties at Right Prices

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**Portland Wholesale Nursery Co.**

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A very complete line of Fruit and Ornamental Trees, Shrubs, Vines, etc.

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Gooseberries and Perfection Currants

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**AMERICAN NURSERY TRADE**  
**DIRECTORY**

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**AMERICAN FRUITS PUBG COMPANY**  
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We offer for sale our usual supply of first-class one year and two Year

**CHERRIES**

Can furnish some extra heavy trees for landscape work. Both Mahaleb and Mazzard roots.

Send us a list of your wants

**H. M. SIMPSON & SONS**

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Large stock CLEMATIS PANICULATA,

2-year and 3-year

Also SHRUBS and HERBACEOUS PLANTS  
for Spring 1916

**T. R. NORMAN**  
PAINESVILLE, O.

Say you saw it in AMERICAN NURSERYMAN

**PAEONIA SINENSIS**

Large assortment of varieties. Order now for Fall planting. Write for descriptive catalogue.

**THE OLD FARM NURSERIES**

Boekoop. H. den Ouden &amp; Son, Holland

Address correspondence to Mr. H. G. Benckhuysen, 14 Stone Street, New York City, until July 10th

**E. P. BERNARDIN****Parsons Wholesale Nurseries**

Parsons, Kansas

ESTABLISHED 1870

**Early Harvest & Kenoyer B. B.** Fine root  
grown plants in quantity.

**Peach and Jap Plums.** For those wanting  
fine stock for retail trade.

**Compass Cherry.** Large supply of one year  
trees.

**Shade Trees.** Fine assortment, all sizes.  
Price right.

**Fine Blooms.** Ornamental Shrubs and Ever-  
greens grown especially for Landscape  
work.

**Bailey's New Standard****Cyclopedia of Horticulture**

On Easy Terms. Prospectus Free

American Fruits Pub. Co., Rochester, N. Y.

**ARE YOU INTERESTED**

In choice young ornamental Nursery Stock for transplanting lining out, or mail orders? If you are, get next to our Trade List of genuine bargains, in Oriental Planes, Nut Seedlings, Oaks, Ash, Catalpa Speciosa, Honey and Black Locust, in large quantities, besides hundreds of other varieties, both deciduous and evergreen. Peach Trees, Dahlia Bulbs, etc., etc.

**ATLANTIC NURSERY CO., Inc.**

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WANTED—Tree Seeds of all kinds

Say you saw it in AMERICAN NURSERYMAN

**L. F. DINTELMANN**

Belleville,

Ill.

Peony Roots: Home grown and imported  
Gladiolus Bulbs: Ten leading varieties  
Apple, Peach, Cherry, Pear and Plum Trees

Let me quote you prices

## Tree Planting Preparations

CHARLES F. HIGGS, Timberville, Virginia

Until about ten years ago, planters gave but little thought to the preparation of fields intended for orchards and little or nothing was done toward preparing the ground for the young trees until after they arrived from the nursery. Then the farmers were in a hurry to get them planted. Some of them went into their sod fields and dug the holes without plowing the field. They farmed this land by digging around the tree from the trunk or body out well beyond the edge of the limbs. In new ground that was loose to begin with, this method has done fairly well, but in tight sod land, it has not been satisfactory.

Some would simply plow around the tree rows using mattock and shovel to dig the holes. After corn planting, they would finish plowing the orchard. Holes dug in this manner were too small for the roots of the trees which were so crowded and cramped that they made a poor start in life and when dry weather set in, many of them died.

Some of the more enterprising planters in resetting their orchards, found the ground very hard, and to get a better hole in which to plant the new trees they tried blasting, using a third stick of dynamite in bore holes eighteen inches deep. The trees planted in this way did much better than those in dug holes, the resets catching up in growth with the trees that were planted a year before and in many cases surpassing them. As a result, whole orchards were set with dynamite.

But some mistakes were made in planting in blasted soil, as some planters did not consider the condition of the soil and blasted when the ground was too wet to plow. This blew pot-holes with compacted sides in the earth which also cramped the roots and filled with surface water during wet weather and as a result many of the trees were drowned.

Mistakes were made even when the ground was dry enough at time of blasting. The trouble was due to the failure of the planter to settle the earth before setting the tree and the holes settled, the trees went with them, leaving the tree too deep in the earth. Few of these died, but did not make the growth they would have made if they had been properly set.

The old saying is that Experience is a good teacher, and through these mistakes, planters learned that to have a good orch-

ard the ground must first be well plowed and harrowed once; then marked off in squares both ways, spacing the marks the distance apart the trees are to be. The ground is then prepared for blasting. A steel bar three or four feet long and an inch and a half in diameter, pointed at one end, is used in making the bore holes which are put down thirty inches deep at the spot where the tree is to stand, which is usually at the intersection of the marks. We generally use two ten-pound sledges to drive the pointed steel bar into the ground. This is not hard to get out of the ground as a few taps on the side of the bar will loosen it so that it can easily be pulled up with the hands. Two men can make from three to four hundred holes in a day.

A dynamite cartridge weighs about a half-pound. As the correct charge for tree holes in most soils is a quarter-pound, it is necessary for the blaster to cut the sticks of dynamite in two. He then punches a hole in one end of the piece of dynamite and inserts the cap to which a two-foot length of fuse has been crimped, tying it well so that the cap and fuse will not pull out in lowering the charge into the hole. An old broom handle is a good thing to use in pushing the charge to the bottom of the hole, which should be well tamped.

An old basket or bucket will do to carry the loads you have made up. After we have loaded about a hundred holes, we then go back to light them. The end of the fuse is split with a sharp knife so as to expose the powder and make it easier to light. We use matches in lighting the fuse. The best way is to carry the knife in one hand and the matches in the other so as to light the fuse as soon as you have split it. There is no need to get out of the way. Just go on lighting the fuses. The charges that are going off will be five or six holes behind you and will not hurt you as the blast shatters the subsoil and the only surface disturbance is a light cracking of the surface and sometimes an upheaval of a small mound of earth which falls back into the hole.

I would caution planters to do this work when the subsoil is dry as otherwise they will not get good results. Care should also be taken to settle the earth in the cavity or chamber which is usually formed at the

Say you saw it in AMERICAN NURSERYMAN

point of the blast. The hole should then be filled up with good rich soil until you have reached the proper depth for setting the trees.

Trees planted in this manner usually make a growth of three feet or more the first year with seldom any loss to the planter even though the weather may be dry. I have seen as many as four thousand trees planted this way without the loss of a single tree.

### Four Sides to a Square Deal

In his address before the American Seed Trade Association, in Chicago, Frank B. White said: "Gentlemen, there are four sides to a square deal—your side, my side, the public and the law—and when any one of these sides is not observed, you have a triangular proposition and it is not square. It is fair play to give full measure, good quality, a clean, honest service. You expect it from others. Others expect it from you. You are entitled to a just reward for your labor—a fair, legitimate profit sufficient to warrant you in giving quality, quantity and service. When you measure up to that standard in the conduct of your business, you have a right to talk about advertising and emphasizing it in the strongest possible terms, keeping in mind the fact that performance is better than promise, and that the best advertisement is the thing itself, which we call commodity advertising. A satisfied customer in any community is a living witness and exponent of your fair play dealing. A dissatisfied customer scatters poison and some of it is liable to touch where it will do you greatest damage."

### Advertising as Stimulus

(Continued from Page 53)

portant to use facts—brass-tacks experiences—in getting the idea over. Stark Brothers' "Centennial Fruit Book" is a striking demonstration how facts of this kind can be gathered together between two covers and made interesting to the reader. The very force of the hundreds of testimonial letters and photographs carries conviction, and the same characteristic is to be found in the company's display advertising. Both are good examples of advertising written by satisfied customers. The concern that feels that it can, like Stark Brothers, help sales by putting stored-up prestige to work should begin by gathering together evidence of its prestige, and then spreading that evidence before the ultimate consumers of its product in the most impressive way.



### The Wm. P. Stark Improved Tree Digger

**Practical improvements have made our New Tree Digger extra strong and durable. \$80**

**NOTE THESE FEATURES**

Heavy, crucible steel blade with cut edges milled, not rolled. Blade reversible. Seasoned oak beams, reinforced by heavy, bolted steel brace.

Uprights of 3-inch steel compressed and enlarged at bend, giving additional strength. Special brace from beam to blade makes digger run straight and easy.

**REPAIRS AND EXTRA PARTS REASONABLE**

We furnish extra parts to fit this or any regular standard measurement digger at very reasonable prices. One of our new crucible steel blades with cut edges will double the life of your present digger. Blade alone \$35.00. Write for full details

**William P. Stark Nurseries**  
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**MOUNT ARBOR NURSERIES****E. S. WELCH, Prop.****SHENANDOAH****IOWA****Established 1875**

We have our usual large amount of high grade Nursery Stock, and are better equipped than ever to handle your orders.

**We are especially well prepared to supply Apples; Apple Seedlings; Blackberries, Root Cutting Plants; Cherries, Sour Varieties; Maple Silver Leaved, Seedlings of large size.**

Our AMERICAN WHITE ELM are very fine and straight. We have a large assortment of all grades up to 3 inches in caliper.

Give us a chance to price your want lists before you order.

**PRINCETON NURSERIES****PRINCETON, NEW JERSEY**

On the Pennsylvania Railroad, half-way between Philadelphia and New York; an hour and a quarter—or a dollar and a quarter—from either city

Come and see us and let's renew old acquaintance; we want to show what a good start we have made; plantings of three and two years ago are ready for market now; they include most good things that grow out-doors; a price-list is ready for distribution. If you would like to have one, let us know and we will put your name and address on our mailing list.

We want your business—because we have the stock; we have the equipment to handle it properly; and the experience and ability to render efficient service.

September first.

**JOHN WATSON & COMPANY****NEWARK, NEW YORK**

Agents for

**F. DELAUNAY,****Angers, France**

New Catalogue for Season 1916-1917 is ready for distribution and will be sent on request to those interested in French Stock for nursery planting. Nurserymen who care for good stocks, evenly graded and properly packed, at closest prices and lowest importing expenses should write us. As McFarland says: "The proof of the Pudding is the Pudding." We ask opportunity to refer to last season's customers. One, on a two-car-load order wrote: "Delaunay's stock checked up more good points on quality, grades and packing than any others received." Another, with five-car-loads wrote: "Your importing expenses were the lowest." The combination of Quality, Price and Service which makes Value appeals to careful buyers. Are YOU one? Write us about your wants in good French Stocks.

August first, 1916.

**L. R. TAYLOR & SONS****TOPEKA,****KANSAS****FOR FALL 1916**

—A FINE LOT OF—

**Apple Seedlings**  
**French and Japan Pear**  
**Seedlings**  
**Forest Tree Seedlings**

—ALSO—

**Apple Trees****Peach Trees****Pear Trees****Cherry Trees****Forest Trees**

# What Ornamental Nursery Stock is Doing

Relation Between Nurserymen and Landscape Architects—HARRY KESSLER, Birmingham, Ala., before Southern Nurserymen's Association, Atlanta, Ga.

Mr. Chairman and members of the Southern Nurserymen's Association:

Your Secretary has honored me by putting me on your program to address this convention and he has considerably left it to me to select a topic about which I might feel reasonably sure of myself and that might prove more or less interesting to all of you, and I have presumed that you will be interested in hearing a few words spoken with reference to the relation between the nurseryman and the landscape architect, and how their relations may be so shaped as to create the greatest good fellowship and mutual profit. Just here I wish to impress upon you that while we are both in the business for good business reason, we must not overlook the fact that we are particularly concerned in the improvement of the looks of things in this world and that for the reason that we have this responsibility resting on us we should use the opportunity to carry on this work of improvement in the best possible and most efficient manner, so that we will really be doing a good work and adding to the attractiveness of the places in which we live, and increasing the pleasures of our fellow men by so doing, and so that we have at least done a laudable work whether or not we manage to get rich at it.

## SHOULD BE NO ANTAGONISM

I have heard it mentioned several times that there exists a flavor of antagonism between some nurserymen and landscape architects, and I have endeavored to find out the reason for this feeling if it really exists, and a way in which this antagonism may be overcome. I think that I am fairly well qualified to express an opinion on the subject as I have been engaged in both occupations for a good number of years; first I was in the nursery business with the P. J. Berckmans Company for about ten years and later took up the practice of landscape architecture for them and myself, and I have still retained an active interest in nursery work until the present time. During the course of this experience I have come into contact with a good number of nurserymen and landscape architects and am quite familiar with their different methods of doing business with each other and their clients.

Now I cannot see why the relationship existing between the nurseryman and landscape architect should be other than strong and friendly and more close than it has been, redounding to the mutual benefit of all parties concerned, and I believe that with a little better understanding and regulating of business transactions that such will come to pass.

The landscape architect has probably put himself in a bad light with the nurseryman by presuming that all nurserymen are generally unacquainted with the principles of landscape design, and know plants only for their individual commercial beauty and worth, and also by their insistence that the nurseryman shall sell his products to their clients at dealers wholesale prices.

On the other hand, the nurseryman has in some instances antagonized the landscape architect by insinuating to the latter's client that there is nothing to the work of the landscape architect that cannot be undertaken by any good horticulturist, and that while the landscape architect may know how to

draw interesting pictures, he certainly does not know all he ought to about plants, where they will grow, etc.

## ARCHITECT'S SERVICES NEEDED

The nature of the two occupations, that of the landscape architect and that of the nurseryman, are so different in their chief aims that it is very difficult for a nurseryman to become a landscape designer, and vice versa. I say this advisedly, I think, for I have had the experience of metamorphosing from one to the other and know just how long and how difficult it was for me to lose the view point of the nurseryman, and that difference of view point is this—the nurseryman is always striving to produce, originate and sell plants of exceptional novelty, peculiar individual excellence and perfection of form and growth, and he therefore puts comparatively little worth in uncultivated, unimproved natural varieties and forms. He is always concentrating his attention on the individual plant and wishes to display it to its best advantage in its highest type of cultivation. This aim is so thoroughly inculcated throughout his experience as a nurseryman that it becomes a steadfast habit with him, and whenever he arranges plants in public and private grounds it so influences his work that the result is generally the opposite of that which is striven for by the landscape architect when he is attempting to produce a naturalistic planting. The difference being that the whole planting arrangement, its scale and mass, is seriously affected by the tendency to lose sight of the harmony of form, texture and color of the mass by the desire to display the particular excellence of individual specimens.

Then again he is apt to place specimens on exhibition when there is little reason for their being included in the design, for it should be understood that the successful planting arrangement is that which contains trees, shrubs and plants, that when planted either as individual specimens or in group formation, serve some definite object in the composition—that is modify some harsh angle in the building, prevent a too rapid transition from house foundation to lawn surface, screen from view some objectionable feature, frame a good vista, create a shade accent or form a suitable background, or some other definite artistic purpose.

## HOW LANDSCAPE ARCHITECT WORKS

As some of you may not know just how a landscape architect works, and might be led to a better understanding by a short outlining of his methods, I will attempt to describe in a concise way the requirements of the work. First, after consulting with the property owner, on the ground, he makes a topographical survey and map of the property to be improved, showing by this map the location of existing features, such as

Continued on Page 72

D. C. Gillett, Tampa, Fla., is chairman of the executive committee of affiliated chambers of commerce of South Florida, to urge better freight rates for growers in the state.

## Advertisements Work For Two Years In AMERICAN NURSERY TRADE DIRECTORY

Issued biennially. New Edition This Fall  
Advtg. Rate: \$2.00 per inch. Send Copy Now  
AMERICAN FRUITS PUBG. CO.

ROCHESTER, N. Y.

Say you saw it in AMERICAN NURSERYMAN

## Shipping Foreign Nursery Stock

"Owing to the precautions we have taken and the agreements and contracts we have made with the Holland American Line, we can warrant a reliable shipping service at very reasonable cost," says a Holland nursery concern.

"The freight rates contracted for the coming season are the same on some nursery stock as before, on others 12 cents per cwt. while 11 cents before the war. This means an increase of freight charges on a large box of only about 40 cents.

"All the packing material needed for the next campaign has been bought and received. There is only a slight increase in the price which will not exceed 40 to 50 cents as before, and as the average value of the contents of a box of nursery-stock amounts to \$40 the increase in expenses will be only 2 per cent."

## Montana Quarantine

Governor Stewart, of Montana, has declared this quarantine with respect to nursery stock from New Hampshire, Vermont, Massachusetts, Connecticut, New York and Pennsylvania:

All quarantine guardians and deputy state horticultural inspectors are hereby instructed and required to refuse admission into Montana of any shipments of nursery stock of five-leaved pines, currant and gooseberry bushes from the above named states. It shall be the duty of the deputy horticultural inspectors, or other quarantine guardians, to immediately deport such shipments or destroy them by burning.

All expense incurred in deporting or destroying such shipments shall be paid by the consignee or owner.

Any person who sells or offers for sale, within the state of Montana, pine seedlings, currant or gooseberry bushes from the above named states in violation of this quarantine order will be liable to prosecution under the state laws.

## Eucalyptus In Pennsylvania

Baby specimens of the 400-foot eucalyptus tree of Australia and Tasmania, many of whose tree ancestors reached that maximum height, with a girth of 80 feet, have been raised from the seed in Langhorne, Pa. The eucalyptus tree is said to have qualities that cure malaria.

The governor general of Australia sent to Professor H. G. Walters last year some of the infinitely minute seeds of the Tasmania eucalyptus. In the American climate of Langhorne and under very adverse conditions, the seeds have developed into two young trees about 35 inches tall. The eucalyptus seeds were planted June 6, 1915, and during the severity of the winter were sheltered in hothouses. The young trees give out a strong peppermint odor.

Under the direction of the American Rose Society, rose gardens are established at Washington, D. C., in co-operation with the government, at Cornell University, Ithaca, N. Y., Elizabeth Park, Hartford, Conn., and in Minneapolis, Minn. As soon as possible more will be established. The purpose of these rose gardens is to test, for the benefit of the American public, all the new as well as the standard varieties of roses, and determine as far as possible which varieties may be expected to give the most satisfactory results in certain sections of the country.

"Enclosed find money order for subscription for AMERICAN NURSERYMAN. We cannot do without this publication as long as we are in the nursery business."—H. J. Weber & Sons Nursery Co., Nursery, Mo.

Say you saw it in AMERICAN NURSERYMAN





## Hill's Evergreens



**Y**OU can work up a good profitable trade in Evergreens if you have the right kind of stock. Our main specialty for over half a century has been the propagation of young Evergreen stock for the wholesale trade in immense quantities at low prices.



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## Government Apple Forecast By Varieties

The total apple production this year in the United States, as reported by the Bureau of Crop Estimates, U. S. Department of Agriculture, is 67,679,000 barrels of 3 bushels each (agricultural and not commercial basis), as compared with 76,670,000 estimated produced last year, of which not quite 65 per cent were sold. In the past ten years estimated production has exceeded the present forecast five times. Taking the country as a whole, it thus appears that the apple crop will be nearly an average, but 12 per cent smaller than last year's large crop. The crop is larger than last year in the Atlantic Coast States, including New York and Pennsylvania, and in the Pacific Coast States, but smaller in practically all the interior States except Michigan, which has about 34 per cent more than last year. For the first time this year an attempt has been made to forecast the crop by important varieties.

The following estimates are based upon reports from special lists of apple correspondents to the Bureau of Crop Estimates:

Baldwin appears to be the leading crop this year, with a forecast of 9,302,000 barrels, an increase of 12 per cent over last year's production. New York forecast is 3,541,000 barrels, an increase of 42 per cent over the estimated production last year; Pennsylvania, 933,000 barrels, an increase of 6 per cent; Massachusetts 672,000 barrels, an increase of 16 per cent; Ohio 566,000, a decrease of 51 per cent; Michigan 561,000, an increase of 59 per cent; Maine 469,000, an increase of 108 per cent; all other states 2,260,000.

Ben Davis, which was the leading variety last year, falls to second this year, with a forecast production of 9,245,000 barrels, which is 17 per cent less than the production estimated last year. In Missouri, which

leads in the production of this variety, the present forecast is 1,060,000 barrels, a decrease of 41 per cent from last year. New York forecasts a production of 865,000 barrels, an increase of 61 per cent; West Virginia 837,000, an increase of 18 per cent; Virginia 766,000, an increase of 33 per cent; Illinois, 642,000, a decrease of 52 per cent; Kentucky 547,000, a decrease of 33 per cent; Ohio, 504,000, a decrease of 30 per cent; Pennsylvania 410,000, an increase of 28 per cent; Arkansas 395,000, an increase of 2 per cent; Indiana, 393,000, a decrease of 51 per cent; all other states 2,826,000, a decrease of 9 per cent.

The Winesap forecasts a production of 3,794,000 barrels, a decrease of 32 per cent from last year. The Virginia forecast is 900,000 barrels, a decrease of 27 per cent; Kentucky 502,000, a decrease of 45 per cent; Tennessee 242,000, about the same; Missouri, 183,000, a decrease of 59 per cent; North Carolina, 178,000, an increase of 9 per cent; Illinois 158,000, a decrease of 56 per cent; Indiana, 155,000, a decrease of 63 per cent; Kansas 152,000, a decrease of 52 per cent; Arkansas, 109,000, a decrease of 11 per cent; all other states 1,240,000, a decrease of 9 per cent.

Greening forecast is 3,739,000 barrels, an increase of 4 per cent over the estimated production last year. In New York the forecast is 1,764,000 barrels, an increase of 2 per cent; Pennsylvania 546,000, an increase of 34 per cent; Michigan, 258,000, an increase of 8 per cent; Vermont 206,000, an increase of 296 per cent; Ohio 144,000, a decrease of 46 per cent; Iowa 81,000, a decrease of 53 per cent; all other states 740,000, an increase of 2 per cent.

Northern Spy forecast is 3,602,000 barrels, an increase of 25 per cent over last year's estimated production. In New York the

forecast is 1,225,000 barrels, an increase of 61 per cent; Michigan, 711,000, an increase of 43 per cent; Pennsylvania 619,000, an increase of 10 per cent; Vermont 186,000, an increase of 162 per cent; West Virginia 177,000, an increase of 113 per cent; Ohio 149,000, a decrease of 50 per cent; Indiana 42,000, a decrease of 64 per cent; all other states 493,000, an increase of 1 per cent.

Other forecasts: Wealthy, 2,863,000; Rome Beauty, 2,770,000; Jonathan, 2,432,000; York Imperial, 2,403,000; Grimes Golden, 2,050,000; Oldenburg, 2,001,000; Yellow Newton Pippin, 1,277,000; Fameuse, 1,005,000; Golden Russett, 1,002,000 barrels.

**California Fruit Laws**—Finding that the task of whipping proposed amendments to the County Horticultural Commission Law and the Fruit Standardization Law into shape could not be done at one sitting, the representatives of fruit companies, interests, growers and organizations who met in conference at the Capitol have decided to refer the matter to a special committee. The recommendations for changes in the measures and probably some proposed measures will be submitted to the Fruit Growers' convention, to be held in Napa in November. George C. Roeding represents the nursery interests on the committee; C. C. Teague, the California Fruit Growers' Exchange.

Almost over night, loganberry juice has taken its place as one of the leading industries of the Pacific Northwest. As an illustration of the wonderful activities in this industry, the Northwest Fruit Products company has just completed an addition to its plant, where they are manufacturing "Loju," loganberry juice. This building joins the main plant and was constructed and equipped in less than 30 days. In it is located a battery of hydraulic presses with a capacity of not less than 20,000 crates of loganberries every 20 hours. Five motor trucks or cars can be unloaded at one time.

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## LITERATURE

**The Apple: A Practical Treatise Dealing With the Latest Practices of Apple Culture.** Svo., cloth, 492 pages, profusely illustrated; \$2.10. By Albert E. Wilkinson, Department of Horticulture, Cornell University.

The aim of this book is to condense facts from a mass of literature dealing with the various aspects of the apple business—growing, harvesting, and marketing. In its breadth and scope this volume differs greatly from others in the same field, for whereas they are nearly all useful to only a limited locality, this book is equally well adapted to the East, Mid-West, West, and South. Its author has studied the entire subject in every phase from one end of the country to the other, and has written a treatise which should prove indispensable to the farmer, the orchardist, the home gardener, and the students in colleges and secondary schools. The text contains many helpful illustrations, including four full-page color plates.

The transactions of the Indiana Horticultural Society for the year 1915 have just been issued under the direction of the secretary, M. W. Richards, Lafayette, Ind. As usual, this volume presents a mass of highly practical and intensely interesting and valuable material relating to various phases of horticulture. This is one of the oldest societies in the country, fifty-five years old; its members represent the best thought in Indiana horticulture and its discussions are valuable far beyond the boundaries of the state. The volume of 504 pages is excellently arranged for reference and is closely indexed. It contains a large amount of practical statistical matter. Illustrations add to its interest and value.

Commissioner of Agriculture Charles S. Wilson, announces that Bulletin 79—"The Fruit Industry in New York State" in two large volumes, is now ready for distribution. The bulletin was prepared under the supervision of Edward Van Alstyne, director of Farmers' Institute. Those on the mailing list of the department will receive copies. Others interested can obtain them by writing. This—as are all the bulletins of the Department—is free to all citizens of the state. With the possible exception of Bulletin 44—"Questions at Farmers' Institute," this is the most voluminous and comprehensive bulletin issued by the Bureau of Farmers' Institute.

Volume 1 contains matter relating to the horticultural interests of the state as a whole, including an article by Prof. P. Hedrick, Horticulturist at the State Experiment Station describing the fruit districts of the state. The balance of this volume is devoted to the apple, with a leading article by Commissioner of Agriculture Wilson on "The Introduction of the Apple into America and New York State." There are 354 pages, consisting of 38 articles by 30 contributors, all specialists in their particular lines. There are 123 illustrations.

Volume 2 takes up the other fruits of the state and contains 450 pages with 54 articles by as many authors with 190 illustrations. In every case varieties with their peculiar characteristics, cultural methods, treatment for insects and diseases, are taken up with statistical tables showing the production in the different counties.

## AMERICAN NURSERY TRADE DIRECTORY

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## The Landscape Architect

Continued from Page 68

trees, bounding streets, buildings, bodies of water, etc., and the contour of ground surfaces, and such existing surrounding features as may influence the design. Then based on his study of the property and the data shown on the map he must locate proposed buildings, consult with the architect as to the orientation of the floor, plan, fix the entrances, establish elevations for floors, so that the building will not only fit the site but will be approached in the best manner, and so that its arrangement with that of other buildings and landscape features will be to the best advantage, economically and for the best effect.

In definitely locating the building he uses topographic map for the purpose of determining the height of floors, the problems of approach and drainage, the establishing of scale between building, lawn and garden areas, etc., for it should be known that unless the different features of the scheme are in scale with each other the result will not be a satisfactory one. After a preliminary plan of general arrangement is made, sections are projected from the contour or topographic map showing the conformation of the natural ground through important axes or elsewhere, which enable him to lay out an improved section or profile for ground conformation on that line, a section is taken of the center line of driveways, walks and roads, and a proposed grade is laid on this profile, thus enabling him to definitely fit the grade of ground surfaces, driveways, walks, lawn and garden areas and design drainage systems to fit existing conditions. Also enabling him to calculate quantities of earth work in cubic yards and form an estimate of the cost of the work.

The general plan of arrangement also shows the general arrangement of plantings, giving the scale and formation of the planting masses, and after this plan is definitely adopted the varieties are specified by placing corresponding key numbers on plan and planting specifications, showing the quantities, varieties and description of the planting materials and an estimate of the cost of the work is made. So that the owner or client, may have a reasonably accurate idea of the cost of all the work of grading, clearing and grubbing, road and walk building, drainage system, lawn making and planting.

### PARKS AND PUBLIC GROUNDS

In the development of parks, institutional or other public grounds the method of procedure is similar, and the landscape architect must be familiar with the requirements of each kind of property and adequately plan for the usage to which it will be put. In the case of a modern cemetery, he must be familiar with modern cemetery practice, the economical subdivision of such property into salable sections and lots, the proper arrangement and width of driveways providing for adequate circulation and caring for all traffic needs. He must not only be familiar with the work of the civil engineer, but he must know the history of architecture, precedent in landscape design during the different periods of architectural design.

Nowadays the landscape architect is called into consultation with the developer of real estate for subdivision and sale, and he must be fitted to design additions to towns and cities, must know the principles governing the arrangement and widths of streets, requirements for storm water and sanitary sewer systems, paving, lighting and the making of such other suitable landscape improvements as will tend to create a ready sale of the subdivided property.

So you will readily see that the work of the landscape architect has to deal with other considerations than the mere arrangement of plantings of nursery products.

### ARCHITECT CREATES NURSERY DEMAND

The landscape architect in the course of his work discovers so many different uses for trees, shrubs, plants and vines, that he creates a demand for larger quantities than would be disposed of under the demands of the usual unadvised consumer. Therefore, his work is very beneficial to the nurseryman. I have no doubt but that the sales of nursery products to retail customers as created by the landscape architect, have been the means of inducing a number of nurserymen to greatly increase the production of ornamental nursery stock within the past few years. And this line of business will very greatly increase in the years to come, as the landscape architect is helping to acquaint the general public with the different varieties of trees and shrubs, and how to use them in good arrangement for the improvement of their home grounds. Therefore, it behooves the nurseryman to get on friendly terms with the landscape architect and assist him in his work. On the other hand the landscape architect should be in close touch with the nurserymen, and consult him as to the varieties that will be best adapted to local conditions of soil and climate and may be suitable for his purpose, so that he will have a known source of supply when he wishes to obtain planting material for his work.

### NOT ENTITLED TO WHOLESALE PRICES

The matter of allowing the landscape architect dealer's wholesale prices is one that has been discussed pro and con for a number of years, but so far as I know, no definite satisfactory arrangement has been worked out.

Personally, I do not think the landscape architect should be entitled to dealer's prices, as he does not depend on a profit on nursery stock as his remuneration for his work.

I do think that he should be able to buy planting material for his clients at a reduced rate under usual retail prices by reason of the large quantities of plants of one variety that he uses and on account of the usually greater ease with which his orders can be handled than those given by the unadvised purchaser.

As most nurserymen at the present time are willing to supply the wants of the landscape architect at wholesale prices, you cannot blame the landscape architect if he holds out for this concession; but I think it would be better for all concerned if the prices were increased sufficiently to allow for better grading and better packing and delivery of suitable planting material, which would tend to create the best immediate effect after planting and that would redound to the credit of the landscape architect and the nurseryman supplying the material.

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Indexed for ready reference

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- Instructions for Importing Nursery Stock
- Canadian Import Restrictions and Regulations

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